



FORDHAM UNIVERSITY SELECTS QWASI TECHNOLOGY'S DIGITAL PLATFORM TO ACTIVATE GIVING DAY AND DONOR ENGAGEMENT



QWASI is proud to be working with Fordham University to support the Giving sector with its turnkey virtual platform.

CHALLENGE



As email open rates drop, and social media becomes saturated, Fordham sought a more direct communication vehicle to raise awareness about new projects and opportunities to participate and join on Giving Day

As younger audiences adopt mobile technology as a primary vehicle for communication, the Fordham Development team wanted to engage this audience, and raise awareness for events in a more timely manner. During COVID, Fordham's Development Team engagement became even more challenging as in person events shut down, and traditional Development events were postponed during the pandemic.



"We at Fordham have worked with QWASI to elevate the community experience and take advantage of the world shift toward digitized experiences."

ALLIE HUEY

DEVELOPMENT AT
FORDHAM UNIVERSITY



SOLUTION

Leveraging SMS communication to share event invitations with alumni and parents to drive higher mobile participation with Giving Days

QWASI's mobile platform drives awareness and registration for events, attendance for both in person and virtual events, and improved Giving Day participation in 2021 to record numbers. Fordham also used the QWASI platform to curate a Giving Day hub to promote new campaigns, event agendas, volunteer opportunities and more. Creating smart touch-free promotions gave students a more seamless way to sign up for virtual events and join the Fordham community to support new development initiatives.



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK



93%

of consumers said they were familiar with Black Friday, while only 18% were familiar with Giving Tuesday.

BUSINESSWIRE

87%

of Giving Day events do not offer branded sponsorship.

DELOITTE

29%

Over 34.8 million people participated in GivingTuesday 2020, a 29% increase over 2019.

GIVINGTUESDAY

RESULTS



- +Over 2,780 donors participated in the event
- +\$50,000 was matched to donations through social media
- +Promotion of community connectivity and donor activity

QWASI customers see 12x more data insights from Giving Day participants by enabling participation and simplified emoji feedback. Additionally, this data is used to provide insights into Giving Day success that acts as a follow up to thank participants, and acts as a vehicle to drive donor engagement throughout the year. 365 engagement with program updates is crucial to drive healthy donor relations, increase the longevity of support, and obtain holistic success. The Giving Day 2021 event broke the Fordham Giving Day record with over \$1.3 million raised by 2,782 donors.



ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

