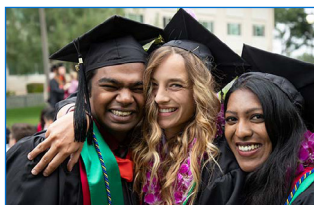


Santa Clara University *Case Study*

Giving Day Success Strategy: Make Giving Easy With A Digital Wallet



Adopting a digital wallet fuels record success for Santa Clara giving day

Established in 1851, Santa Clara University is a private, Jesuit university and the oldest operating higher education institution in California. Educating an accomplished and diverse student body, Santa Clara has a passionate, highly successful alumni base with a high interest in giving back. Santa Clara's *All In for SCU* giving day on the RNL ScaleFunder platform has set records annually, and showcases giving opportunities across the university.

After receiving feedback from donors, Santa Clara wanted to make giving easier on this crucial day.

- **Making giving friction-free for donors with popular payment options.**
- **Seamless integration with current gift receipting process—no heavy lift for SCU staff.**
- **Continue the momentum with challenges, matches, and leaderboards to generate excitement and drive record participation.**

RNL worked with Santa Clara leadership to implement Digital Wallet for the 2022 *All In for SCU* giving day, integrated into their ScaleFunder giving day portal.

In 2022, over 5,000 donors gave more than \$4 million to the *All in for SCU* giving day. Digital wallet is a key improvement that truly supports the ongoing Campaign for Santa Clara's theme: "Innovating with a Mission"



"When a donor shows up to give, you've already overcome a huge hurdle. You want to make it as painless and as quick as possible. In our last giving day, we had many comments like: 'can you include other forms of payment?' So for us,

it wasn't about following trend, it was about a donor need. And it has made a difference."

- Sergio Lopez, Director of Annual Giving Strategies,
Santa Clara University



1/3
of gifts through
digital wallet



127%
increase in
online giving

(stats from all RNL partners)

RNL's partnership with Braintree and integration into the ScaleFunder giving day platform maximizes success with:

- Gifts through PayPal, Apple Pay, Venmo, and even crypto giving.
- Easy account setup, and gifts are received through your normal process to make it easy for your team.

Conversion rates are higher if the online giving transaction can be completed in under a minute.



To learn more about maximizing conversion by making online giving easy, call us at 800.876.1117 or learn more at RuffaloNL.com/ScaleFunder