



The Academy for Lifelong Learning Saves Time and Increases Security by Using Qgiv to Encourage Members to Pay Online via Credit Card

BACKGROUND

The Academy for Lifelong Learning (ALL) in Corvallis, Oregon provides ongoing learning opportunities for adults, the majority of whom are over the age of sixty. The organization is entirely volunteer-run, with the exception of their program coordinator. ALL has a curriculum committee of twenty-five people who find speakers from the area to give two-hour presentations on a wide variety of topics, for a total of 150 presentations per year organized into three ten-week terms. One popular topic area is World Cultures. Each term, a different country or region is selected, presentations are made on various topics related to the region, and at the end of the program, ALL hosts a World Culture Dinner featuring food and traditions associated with the region.

CHALLENGE

The Academy for Lifelong Learning was founded in 2002, and in 2006 they merged with the Alumni Association at Oregon State University. During this time, they maintained an independent identity and raised their own funds, but the Alumni Association handled the money and provided insurance coverage.

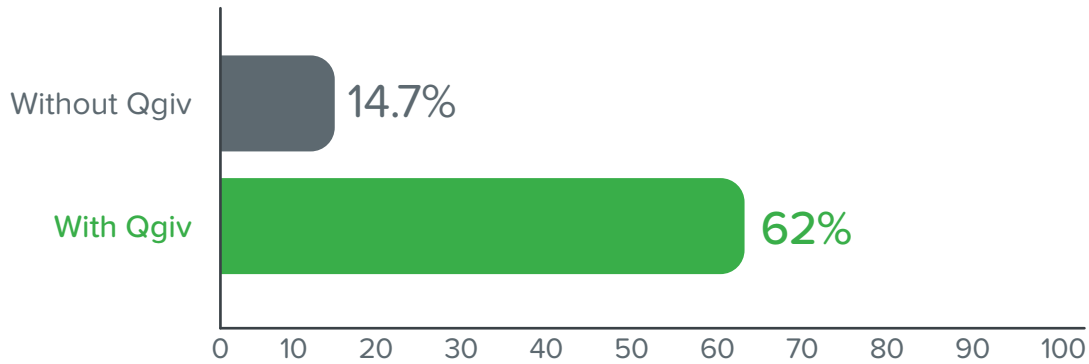
When they separated from the Alumni Association in 2014, they decided to make a change to the way they handled membership dues and payments. The old system consisting of a once-a-week trip to the post office box (sometimes twice a week during the busy months of August and September) to collect checks and credit card information, visiting the bank to deposit checks, and entering card information by hand via the bank's gateway just wasn't cutting it!

SOLUTION

The Academy looked to Qgiv for a solution. They implemented and configured a Qgiv online payment form so members could pay their membership dues, sign up and pay for special events, and make donations without having to send in a check or their credit card information via mail. During the fiscal year prior to setting up the form, credit card transactions accounted for 14.7% of the total number of transactions coming into the organization.

After putting their Qgiv form in place, they saw a dramatic increase in credit card transactions due to the ease-of-use afforded by Qgiv's online form. During the first fiscal year using the online capability, 62% of their transactions were made using a credit card.

Percentage of transactions made using a credit card



Giving current and potential members the secure, time-saving option of paying online via credit card significantly changed the way member payments are made. During the 2014-2015 fiscal year, 326 payments were made by check and 56 payments were made by credit card. After putting their form in place, they had 75 credit card transactions in the first two months, from August-September of 2015—that's an increase of 34% in an incredibly short period of time! Their total number of credit card transactions for the fiscal year was 310.7% higher than the entire previous year, jumping to 230 transactions! The number of transactions made by check dropped to 141.

34%

In two months' time, ALL's total number of credit card transactions increased by 34% over the entire previous year!

310.7%

At the end of the fiscal year, ALL's total number of credit card transactions increased by 310.7% over the entire previous year!

By making it possible for members to quickly and securely pay their membership dues and event fees, as well as make donations online using their credit cards, The Academy for Lifelong Learning experienced a significant change in the way payments are received. Not only are members saving time, ALL's program coordinator no longer has to go through the tedious process of entering every single payment by hand. It's a win-win situation for everyone!

