

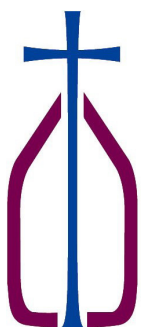


QGIV CASE STUDY

# Catholic Charities of Central Colorado

## + ABOUT

Catholic Charities of Central Colorado offers critical services to the poor and vulnerable in central Colorado. They offer programs that cover everything from adoption services to a soup kitchen to immigration aid, and they do it all from two offices that cover a 10-county area. Their array of programs and services are funded largely by individual donors. Janet Hutchinson, Chief Development Officer of the Central Colorado chapter of Catholic Charities, estimates that 35% of the organization's funding comes from individuals. As online giving becomes increasingly popular among today's donors, the chapter has teamed up with Qgiv, an online donation platform that builds branded donation forms for charitable organizations, to offer their burgeoning Internet donor base an easy, intuitive way to give online.



Catholic  
Charities  
*of Central Colorado*

## OVERVIEW

INCREASED ONLINE  
GIVING BY

**170%**

IN THEIR FIRST  
3 YEARS WITH QGIV

IMPROVED USER  
EXPERIENCE FOR  
ONLINE DONORS

### Challenge:

- + Catholic Charities of Central Colorado experienced a growing need for the ability to quickly and easily process online donations, but their previous donation platform was unintuitive, expensive, and possessed security concerns that weren't being addressed by the merchant.

### Solution:



Donation Forms

## CHALLENGE:

Catholic Charities of Central Colorado started offering online donation options ten years ago, when donors slowly started adopting online giving as their preferred donation method. The chapter originally accepted donations directly through their merchant processor, and they sometimes used a card reader to process in-person transactions. As they attracted new donors, it quickly became apparent that they needed to find another fundraising platform. “[The original platform] was very basic,” Hutchinson said. “I don’t think it was very user-friendly.” There were other, more critical concerns, too, and Hutchinson noted that their IT department brought up some concerns about the platform’s security.

Their new system, the chapter decided, would need to address the concerns that their merchant processor couldn’t solve, and it would need to be able to accommodate their growing online donor base.

## SOLUTION:

At their IT consultant’s recommendation, Catholic Charities of Central Colorado began using Qgiv. Qgiv maintains level-one PCI compliance, which handled the security issues, and switching platforms also came with a number of other perks.

The screenshot shows a mobile-optimized donation form. At the top, a progress indicator shows the first step is active. Below it, the heading "Choose Your Gift" is centered. Two tabs, "One Time" and "Ongoing", are visible, with "One Time" selected. A grid of nine buttons offers donation amounts: \$50, \$100, \$250, \$500, \$1,000, \$1,500, \$2,500, \$5,000, and \$10,000. Below the grid is an "Other" input field. A purple banner with a heart icon and the text "Multiply your impact. Make it Monthly!" is positioned below the grid. Underneath, a section titled "Please direct my support:" contains a dropdown menu currently set to "Where needed most". A small text block below the dropdown explains the Homeless Contribution Tax Credit (25%, formerly the Enterprise Zone) and provides a link to the HCTC form. A checkbox labeled "Dedicate this gift" is present. At the bottom of the form is a large purple "Give" button. The footer of the form states "Powered By Qgiv".

*“We changed because we were able to save some money,” Hutchinson noted. “We also had the capability of allowing donors to schedule recurring gifts, and we had more flexibility being able to change our online form as needed.”*

*Janet Hutchinson, Chief Development Officer*

Their original solution was especially inconvenient for people who wanted to set up recurring gifts online, noted Hutchinson, and Qgiv’s recurring gift function has proved invaluable. “We have a lot of recurring donors who mail in checks,” she said. “But more and more people were asking to do it online.” Being able to cater to those recurring donors was an important part of the chapter’s decision to move to Qgiv – recurring donors make up 16% of their individual donor base, and that percentage is rising.

Taking a close look at their donors’ behaviors – both those of recurring and one-time donors – shows that online giving is becoming increasingly popular among the chapter’s supporters. More donors are giving



more frequently online; the number of transactions processed on the organization's Qgiv form has increased 116%. People are also using the forms to make larger gifts, with the average donation equaling \$189.54 and shooting up to \$212.55.

Hutchinson expects those trends to continue. "Looking at our trends over the past 10 years, our online giving has increased every year," she said. She expects the number of recurring gifts to increase, too, and notes that the nature of being a faithbased charity lends itself to attracting recurring donors. She and her staff also plan to emphasize online giving in future e-mail campaigns.



## THE RESULTS:

The move to Qgiv's platform has done more than just facilitate recurring donations; the platform has also helped the organization manage the growing number of individual donors who are moving online. The chapter has seen steady growth in their online giving since teaming up with Qgiv. In their first three years with Qgiv, they experienced a 170% increase in online giving.

As Catholic Charities of Central Colorado plans for the future and anticipates increased online donations, Hutchinson notes that Qgiv is making the process as easy as possible.

*"I feel like I don't have any stress about online donations!"*

*-Janet Hutchinson, Chief Development Officer*

Whether the chapter is working on e-blasts to attract new recurring donors, maintaining their donor base online, or accommodating new supporters, Catholic Charities of Central Colorado knows that Qgiv will be there to help them grow.

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