



QGIV CASE STUDY

# Warner University

## ABOUT

Warner University, located in Lake Wales, FL, was founded in 1968. The first freshman class of just 27 students entered Warner University in the fall of that year. But now, Warner bustles with over 1,077 students from over 30 states and 20 countries, all dedicated to learning in a vibrant Christian community.



# WARNER UNIVERSITY

## OVERVIEW

IMPROVED THE USER EXPERIENCE

SAVED ON DESIGN COSTS

### Challenge:

- + Warner University found themselves frustrated with the clunkiness and lacking customization features in the donation system offered by their former provider, Click and Pledge. They needed an online donation form that:
  - ✓ Is customizable and easy to use
  - ✓ Integrates seamlessly with the university's website
  - ✓ Allows users to direct their donations to specific funds

### Solution:



*Donation Forms*

## CHALLENGE:

The generosity of former alumni and donors helps Warner fund scholarships, university operations, and a number of special projects. With more than 95% of WU students receiving some form of financial aid from the University, donations are of the utmost importance!

When Leigh Ann Wynn, Assistant Vice President of Advancement, came on board with the University,

they were using Click and Pledge as an online donation provider. She immediately noticed that the Click and Pledge donation page looked totally different from Warner's website – it wasn't even school colors. It was choppy, didn't flow very well, and asked for a lot of information. One major frustration was the lack of customization options, particularly a way to provide donors with an option to designate their donations to certain funds.

## SOLUTION:

Warner decided they wanted to give their donors a better giving experience, so they moved to Qgiv. When Leigh Ann presented Qgiv to the board and they saw how the donation page could easily be customized, that donations could be designated to specific funds, that donors could set up and manage their own accounts, and how simply event registrations could be completed, they were sold!

One big plus was how easy it was to match the Qgiv donation page to Warner's branding. For a low cost, Qgiv created a skin for the University's donation page that mirrored the school's website. This was far more appealing than paying a marketing firm a large amount of money to customize the donation page.

*"Qgiv made it so easy to match the donation page to Warner's branding – it cost us so much more to use our marketing company to create a page. That was definitely a perk!"*

*- Leigh Ann Wynn, Assistant Vice President of Advancement, Warner University*

## FAVORITE FEATURES:



### Gift Assist

"Giving donors the option to help cover costs is so smart!"



### Notifications

"I sent out an email that was about our scholarship fund. Some of the people that gave made recurring donations, and it was nice to get those emails saying that a recurring gift came in!"

## Explore the full suite of digital fundraising tools



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