

Whittier College case study

How Whittier College Generates More Gifts with Advancement Form.

Angela Luna is the Director of Advancement Services at Whittier college. She uses the flexible form builder, Advancement Form, to produce forms, troubleshoot requests quickly, and generate more gifts.



Before using Advancement Form, Angela and her team relied on the robust and expensive functionality of a competitor’s product.

“When we onboarded the competitor’s product, we were looking for an online alumni directory, email marketing, and giving and event registration. However, we quickly realized that we could just use social media for a directory and there are email marketing tools that would cost much less – which left us only using the form building functionality and it became very expensive,” Angela explains.

Besides being too expensive, Angela and her team need to be able to share information with other departments regularly and this alternative product became unmanageable within her lean team.

To get back to producing forms quickly and efficiently, Angela and her team began the search for a form builder that is user-friendly, provides flexibility, and is manageable for her team.

FLEXIBLE FORM BUILDER, ADVANCEMENT FORM

Project Efficiency

After researching many different options, the Whittier College advancement services team onboarded Advancement Form, a flexible and budget-friendly form builder that was designed specifically for advancement teams.

“We really loved that Advancement Form was something for higher education fundraising.”

Support

Advancement Form provided the customization that Angela and her team needed.

“We have hundreds of designations so we need to be able to fill out our forms with exactly what we need and we realized that Advancement Form could work directly with our current reporting system so that we can upload gifts efficiently” Angela explains.

Flexibility

Angela's team effectively manages Advancement Form, leveraging its flexibility to accommodate diverse use cases within their resource constraints.

“We have so many different campaigns and there’s no limit to how many campaigns we can use. I can quickly generate new pages without relying on other departments for assistance and launch campaigns instantly.”

Increase donor base and receive more gifts

Advancement Form's customizable platform has helped the Whittier advancement services team to generate the exact campaigns they need whenever they need them. With customization on their side, Angela and her team have been able to increase their online giving presence and have expanded their donor base using recurring billing.

"Today, we do all of our online giving forms in Advancement Form. When I first started here in advancement services, we probably had less than 20 donors and now we have over 100. This is so helpful because we used to have to manually create these subscriptions and now someone just signs up for scheduled payments or recurring giving and it takes care of itself."

Above all, Advancement Form has helped the Whittier advancement services team to generate more gifts online overall.

"I love that I've been able to quickly create a new giving page in 15 minutes. People are amazed by that. I can just copy content, swap out the text, change some fields, and it's ready to go," says Angela.

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"The number one thing that Advancement Form has helped us accomplish is on time gift processing. I have seen a huge increase in online giving and I know that online giving is the trend. We now have the perfect tools and last year alone, almost half of our donations came from online and that's the highest it's ever been in the last 11 years," says Angela.



Ready to increase your donor base and generate more gifts? Sign-up for a plan today and start streamlining your goals with [Advancement Form.](#)