



QGIV CASE STUDY

Catholic Charities of the Archdiocese of Denver

+ ABOUT

Catholic Charities of the Archdiocese of Denver is one of the largest and most effective social service organizations in Colorado. Founded in 1927, they serve tens of thousands of people in crisis annually. They offer shelter, affordable housing, early childhood education, counseling, emergency services, rent and utilities, employment, food and clothing, case management, family and senior services, and much more. They collaborate with corporate partners, local businesses, nonprofit organizations, government agencies, medical facilities, educational institutions, parishes, and other community partners to alleviate and find solutions to some of the most pressing challenges that women, men, and families in their community face every day.



OVERVIEW

RAISED MORE THAN
\$1,158,000
IN THEIR FIRST YEAR
WITH QGIV

INCREASED RECURRING
DONATIONS BY
102%

Challenge:

- + Catholic Charities of the Archdiocese of Denver found their previous fundraising methods ineffective and cumbersome. When they weren't relying on the limited features offered by PayPal, they were stuck manually entering credit card information received by phone and mail.
- + They needed convenient, customizable, feature-rich donation forms and a user-friendly suite of mobile giving options.

Solution:



Donation Forms



Text Fundraising

CHALLENGE:

The small, dedicated team of fundraisers at Catholic Charities Archdiocese of Denver began accepting online donations years ago, using a simple PayPal form to accept gifts from their supporters. The agency quickly outgrew PayPal's basic features and needed to upgrade to a more functional platform.

Tricia Erickson, part of the Catholic Charities Archdiocese of Denver's Financial Analysis team, explained that the agency's fundraisers needed an online donation platform that offered diverse fundraising methods and was easy to use. "We were looking for something that could do more," she said. The agency appreciated that Qgiv offered fundraising methods like mobile options, social fundraising, and more. Erickson also mentioned that Qgiv "is easier for our resource department to use" — an important consideration for the agency, which relies on their resource department for such a large part of their funding.

The resource department certainly had their work cut out for them under their old system; they didn't accept donations online and relied on more traditional fundraising methods. "We did not have an online giving system set up. Everything was manual input," said Erickson. They used the old system when donors called or visited their facilities with a credit card. Other donations were manually entered when people mailed their credit card information to the agency for a one-time or recurring payment.

The screenshot shows the Catholic Charities Denver website. At the top, there is a navigation bar with the logo, a menu (GET HELP, GET INVOLVED, ABOUT), and buttons for VOLUNTEER, CAREERS, and DONATE. Below the navigation is a large image of a doctor examining a young girl. Underneath the image is the heading "SUPPORT OUR MISSION" and the sub-heading "SUPPORTING NEIGHBORS. TRANSFORMING LIVES." A short paragraph of text follows, along with a quote: "Denver would fall apart tomorrow without Catholic Charities." — Dan Caplis. Below this are several buttons: GIVE MONTHLY, GIVE ONCE, TAX CREDITS, PLANNED GIVING, STOCK BILL OR DONOR ADVISED FUND, and DONATE ITEMS. The main content area is titled "GIVE MONTHLY" and features the TLC logo (Transforming Lives Club). To the left of the form, there is text explaining the benefits of being a member and a list of items received, including "Future issues of Charity Works delivered directly to your inbox 4x per year." and "Enrollment in the St. Teresa of Calcutta Prayer Society." The donation form itself has a "Choose Your Gift" section with buttons for \$10, \$20, \$35, \$50, \$100, \$125, \$150, \$200, \$250, \$500, and Other. Below this is a "Please direct my support" dropdown menu set to "Our Greatest Need", a "Decide this gift" checkbox, and a "We would appreciate your help to cover credit card processing fees. Thank you" checkbox. A "Give" button is at the bottom of the form, with a "Powered by Qgiv" logo.

SOLUTION:

They signed up for Qgiv, an online payment platform for nonprofit and faith-based charities, and the switch has proven to be a good choice for the agency. Aside from saving the resource development team time and effort, the agency's online forms succeeded in raising a significant amount of funds right away. In their first year accepting online donations, the Catholic Charities Archdiocese of Denver used Qgiv's platforms to raise more than \$1,158,000 in online donations alone.





THE RESULTS:

The flood of online donations the agency experienced when they switched to Qgiv is still going strong. Catholic Charities of the Archdiocese of Denver raised about \$180,000 from January 1 to May 7 in their first year with Qgiv. During the same time period in the following year, they raised around \$206,000. That 14.4% increase is far higher than the average growth of online donations in the wider nonprofit industry, and the agency expects that trend to continue.

The agency's base of sustaining donors is growing, too, thanks to Qgiv's ability to set up recurring donations. "We have some donors who still like to send in checks every month," Erickson said. "Others like to set up a credit card and make donations that way." The agency started accepting recurring donations in their first year with Qgiv, and the amount of recurring gifts has increased by 102%. Recurring donations now account for more than 30% of the online donations the agency collects each month.

The resource development team at the Catholic Charities of the Archdiocese of Denver is a small, innovative, and fiercely dedicated team, and their experiences with Qgiv prove that teams like theirs can succeed in every circumstance, especially when they are equipped with the right set of tools. Whether they're raising money for pregnancy counseling or biking across mountain ranges to support homeless shelters, the team knows their fundraising tools will help meet and surpass any goals they set for their agency.

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LEARN MORE:

Find out how the Catholic Charities of the Archdiocese of Denver used Qgiv's peer-to-peer platform to [increase their funding by 500%](#) at their annual Ride-the-Rockies cycling fundraiser!

Explore the full suite of digital fundraising tools



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Peer-to-Peer
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Auctions



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Registration



www.qgiv.com



support@qgiv.com



888.855.9595