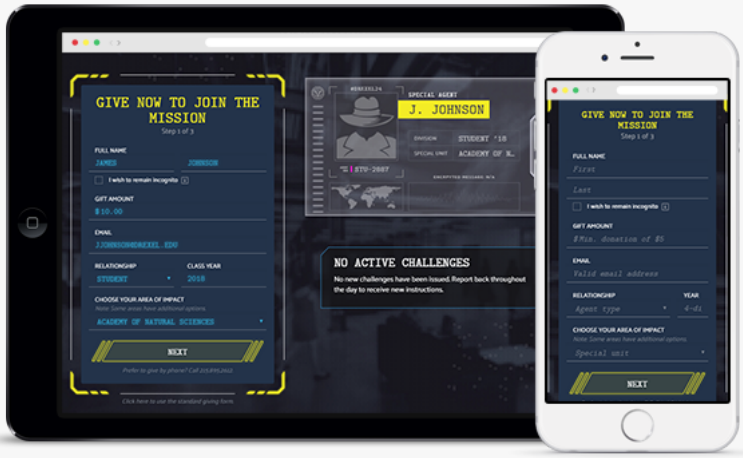
Drexel University Makes Fundraising History Using KDG's Crowdfunding Platform

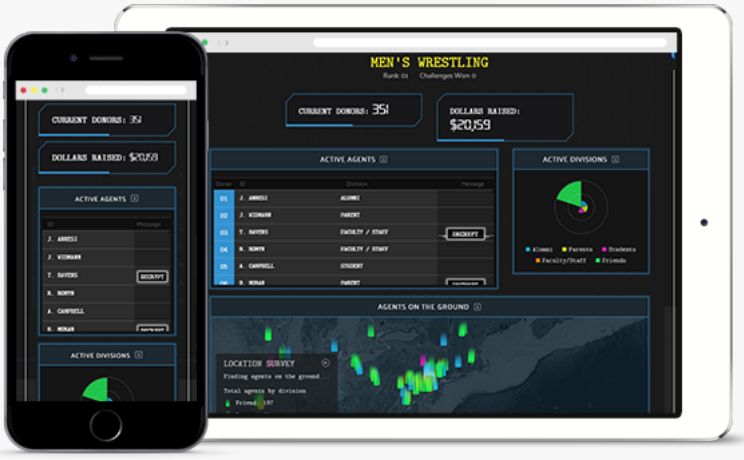
Drexel University's online crowdfunding campaign broke all records and expectations.

ALLENTOWN, PA, USA, July 15, 2016 /EINPresswire.com/ -- Drexel University put May 10th in the record books by making it the school's first-ever Day of Giving, and by setting a new record for the number of gifts given to Drexel in 24 hours. Thanks to a custom crowdfunding campaign platform designed by KDG, Drexel received more than 2,887 gifts totaling $713,000.



Drexel Mobile Crowdfunding Campaign

Social Media Sharing for Crowdfunding in Higher Education



Alumni, students, parents, faculty, staff, and friends pulled together to help Drexel exceed their original goal. "Our campaign was a success. Our goal was 600 donors, and we ended with more than 2,800, nearly 5 times our goal. We've received a lot of compliments on the ease of making a gift, and the excitement of real-time updates," said Betsy Winter Hall, Associate Vice President of Outreach for Drexel University.

The school credited the gamified campaign platform as a principal reason for their fundraising success. The creative theme focused around the disappearance of the school mascot, Mario the Dragon.

As gifts rolled in throughout the day, clues that pointed to Mario's location were unlocked. By getting users to share the campaign on social media, the platform allowed contributors to share a dynamically created ID badge for their "special agent." Mini competitions and challenges throughout the day roused Drexel schools and colleges to attract the most donors within a specified time frame.

campaign for Drexel that was both fun and effective," said KDG CEO Kyle David.

KDG optimized the platform to be fully mobile responsive to make giving fast and easy. Real-time twitter and Youtube feeds kept visitors engaged and updated on the progress of the campaign. Not surprisingly, the campaign went viral and became a trending topic on Twitter.

About KDG: KDG (formerly The Kyle David Group) is a leading provider of web development for higher education. With over 15 years of experience in using technology to help education clients to improve enrollment, campus climate, and alumni participation, KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging higher education crowdfunding campaigns. Learn more at www.kyledavidgroup.com

[Reposted with corrections from June 29, 2016 release with the same headline.]

###

Susan Brown
The Kyle David Group, LLC
610.336.4822 ext 8
email us here

This press release can be viewed online at: http://www.einpresswire.com

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.
© 1995-2016 IPD Group, Inc. All Right Reserved.