

KDG Helps Schools Turn Small Donations into Big Engagement

The tech company outlines how small donations can lead to big engagement when it comes to online crowdfunding.

ALLENTOWN, PENNSYLVANIA, UNITED STATES, February 9, 2017 /EINPresswire.com/ -- In their monthly blog post, the tech experts at KDG ask the question: What can former presidential candidate Senator Bernie Sanders teach colleges and universities

about crowdfunding and gift giving? It may seem like there is little to no overlap between the higher education and political arenas. However, KDG, creator of the innovative [inbound marketing for higher education](#) tool ReachBright, seeks to prove otherwise.



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Kyle David, CEO

“Senator Sanders made it easier for the average citizen to get involved in his campaign,” explains Kyle David, CEO of KDG. “By recruiting low donations, much more manageable for supporters, more donors felt like they were involved in the movement and that they had a stake in its outcome,” he continues.

When it comes to [alumni engagement](#), colleges and universities can do the same. When colleges recruit smaller donations, alumni are more likely to give, even if they have never given before. These new donors become more engaged

in the school and, in turn, the school’s ranking has a better chance of increasing. When publications like the U.S. News and World Report measure higher ed engagement, they do not consider how much money is donated to a school. Instead, what is more important is how many active donors a school has.

One of the ways, as KDG points out, that colleges and universities are taking a page from Sanders’s political playbook is through their viral, online crowdfunding campaigns. These campaigns use the power of social media to garner small support from large amounts of people. Alumni, students, friends, and family members donate only a few dollars and share their actions on social media for the world to see, causing what KDG says is a ripple effect.

As with Sanders’s campaign, these donors start to feel as if they play a larger role in the school’s future and success. They may even become repeat donors. While they may not be able to give thousands, their few dollars add up and help keep the school’s doors open: they stock books on library shelves, install new computers in tech labs, and keep lights bright in classrooms.

“Small donations recruit new donors and stronger engagement,” David summarizes. “However, colleges can’t overlook the ‘old’ donors, those whose families have given extremely generous amounts, sometimes for generations. Small donors help a school survive on a day-to-day basis. Big donors help a school grow. Colleges and universities need both to succeed.”

To read more about how the 2016 presidential election can influence higher education crowdfunding, visit KDG’s ReachBright blog: <http://blog.reachbright.com/how-colleges-can-improve-giving-campaigns-by-taking-a-page-from-the-2016-presidential-election/>

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 improve their enrollment, campus climate, and alumni participation through higher education crowdfunding, website design, and [enrollment management](#), KDG has developed a reputation for being able to see and respond proactively to changing markets. Learn more at <http://www.kyledavidgroup.com/>.

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