KDG and Drexel Win Gold for Higher Ed Crowdfunding Campaign

Drexel University's record-breaking crowdfunding campaign has another award to add to its ever-growing list.

ALLENTOWN , PENNSYLVANIA , UNITED STATES , December 4, 2017 /EINPresswire.com/ -- The higher ed web design team at KDG has been awarded a Gold Davey Award in Web Design (Events) for their work on the record-breaking 2016 Drexel University crowdfunding campaign.

KDG worked closely with Drexel University to ensure the custom higher education crowdfunding site was as engaging and meaningful as can be. Together, they came up with an intriguing, interactive theme that led students, alumni, faculty, and more on a spy-themed adventure both online and on campus.

Donors had 24 hours to find Mario, Drexel's missing mascot. Together, the donors unlocked clues that would reveal hints to Mario's location.This online

Drexel University's record-breaking 2016 Day of Giving received a gold Davey Award.

adventure was paired with exciting on-campus activities and events for the ultimate interactive and engaging experience.

"People from all over the world got involved," explains Matt Harwick, KDG's UI/UX Design Lead. "The Drexel Community all came together toward a common goal and the results were astounding."

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After only 24 hours, the innovative campaign trended on social media, garnered over 2,880 gifts (well above the initial goal of 600), and raised a record-breaking $713,000.

The recognition is a huge honor for both KDG and the Institutional Advancement team at Drexel. However, this isn't the only award the 2016 campaign has received. It recently won the platinum prize in fundraising from the Council for Advancement and Support of Education (CASE), the WebAwards Standard of Excellence prize, the CASE District 2 Gold Award for Best Practices in Fundraising, and
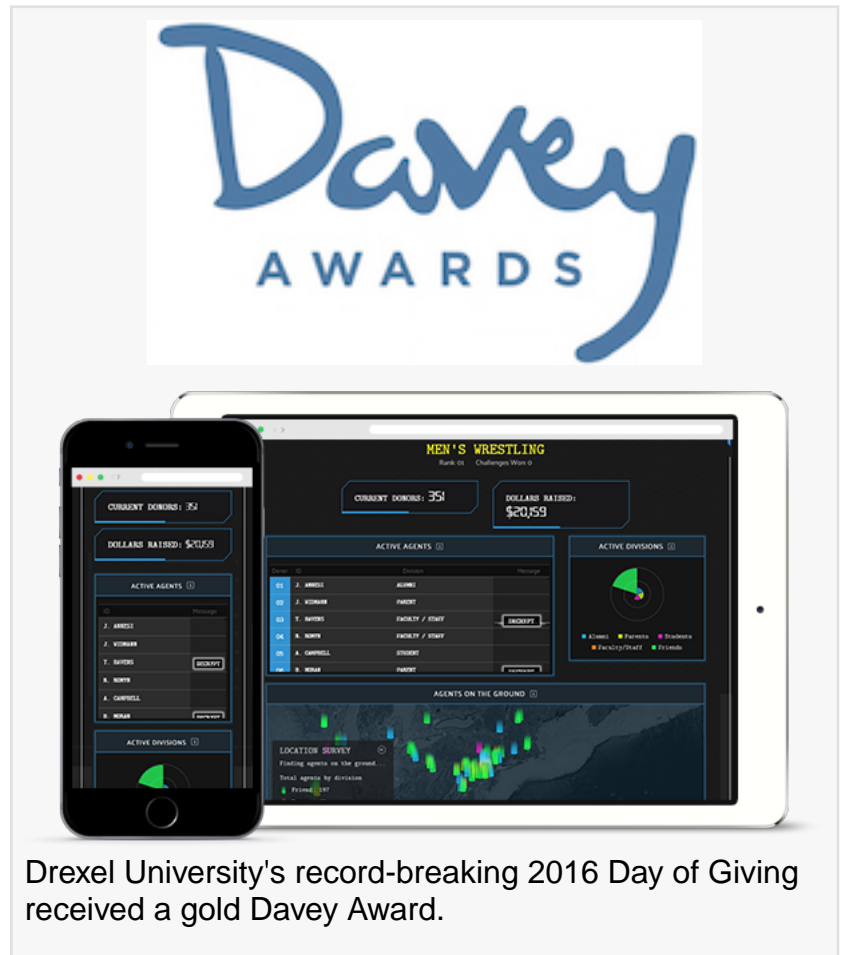
the Public Relations Society of America Philadelphia Chapter Pepperpot for Development & Fundraising.

To see the award-winning project, view the case study on KDG's website: http://kyledavidgroup.com/work/case-studies/drexel.

About KDG: KDG is a leading provider of web development for higher education. With over 16 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

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