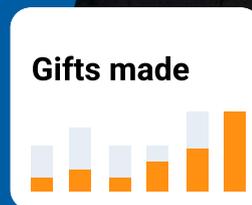


# GIVECAMPUS

## GC Events

# Boost attendance, get more gifts, and build lasting relationships



Host exceptional alumni events, from small regional meet-ups to milestone reunions, with a world-class registration experience—powered by an event solution built exclusively for educational institutions and designed to drive fundraising success.

## Better for your guests



### Engaging

Meet your guests where they are with AI-powered outreach across text, email, and social, keeping them informed and excited before, during, and after your event.



### Personalized

Further personalize the event registration experience with customized ticket options, add-ons, filterable activities, and more.



### Frictionless

Offer guests a modern, simple experience when registering, checking out, and checking in, with the option to make a donation seamlessly integrated into the flow.

## And better for you



### Easier

Easily build and manage registration with streamlined workflows that minimize repetitive administrative tasks and free you up to focus more on what matters—strengthening alumni relationships.



### Configurable

Configure registration pathways, configure custom fields, offer different ticket types, assign access privileges, and more.

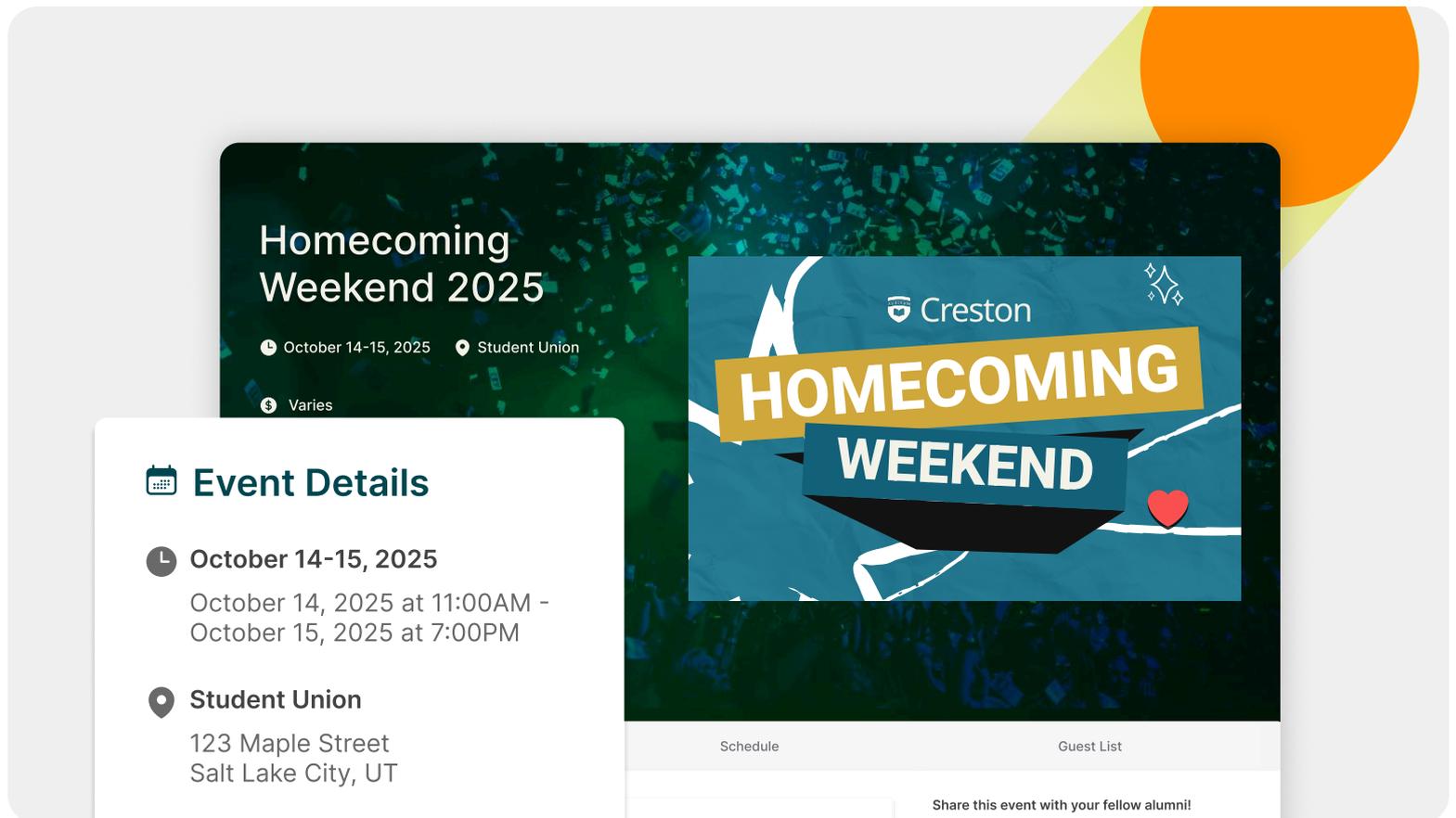


### Centralized

Manage everything from outreach to ticket sales and donations from one centralized platform—unlocking actionable insights along the way—to help boost event attendance and raise more dollars.

## Create the perfect event page in minutes

Build highly configurable event pages with full control over branding, registration paths, ticket types, outreach, and more right out of the gate with zero hand holding from IT.



- **Build event pages fast**

Spin up a new event page with your unique branding and imagery in less than five minutes, or duplicate a past event for an even quicker setup!

- **Run highly configurable complex events**

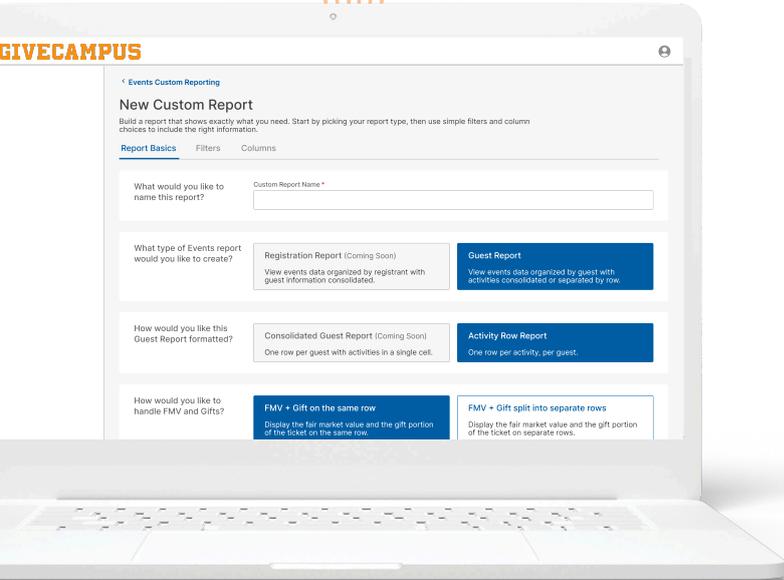
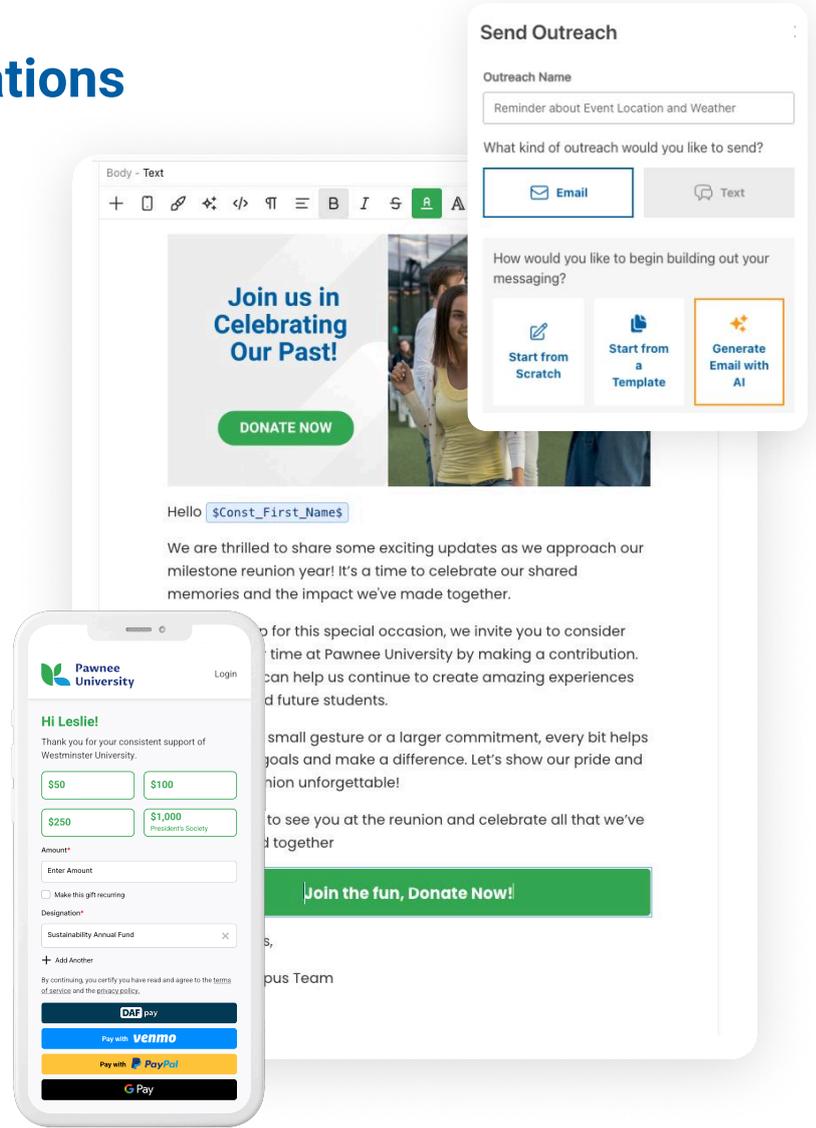
Create configurable ticket types, promo codes, add-ons, and activities with options to restrict by affiliation, hide certain ticket types, and give registrants the flexibility to edit their purchases.

- **Streamline event prep**

Collect dietary restrictions, nicknames, t-shirt sizes, RSVPs, and all of the essential details to make your event a success.

## Maximize attendance and donations

- Deliver 1:1 messaging that resonates**  
 Send personalized multi-channel invitations, reminders, and thank-you messages—all while tracking your open and engagement rates.
- Ignite community engagement**  
 Generate buzz with a countdown clock, searchable guest list, and social media share buttons that make it easy for guests to spread the word.
- Make giving easy**  
 Empower registrants to purchase tickets and make an online donation in the same transaction, encouraging timely, meaningful support.
- Alert frontline fundraisers**  
 Notify gift officers when a constituent registers for an event—GiveCampus Partners who use GC Gift Officer get alerted so they can respond in real time.



## Easy for advancement services

- Access detailed reports**  
 Get detailed reports on attendance, ticket sales, and revenue in just a few clicks, with customizable column ordering and aliases for CRM uploads.
- Keep Information up to date**  
 Synchronize registration and guest details across systems via a seamless integration with RE NXT, or export event data using .csv files or a REST API.

## Success Stories



### **Quinnipiac University switches to GC Events from iModules, increasing YoY attendance by 11% and creating 50 event pages in under an hour**

Thanks to GC Events, the team not only dramatically improved the registration process, but also collected gifts for the first time during the registration process, now opening up a new way to help meet gift goals.



### **More volunteers, donors, and registrants—plus a 30% increase in dollars raised**

Reunion Weekend 2024 marked the first time the Westminster annual giving team managed volunteers, event registration, outreach, and fundraising all from the same platform. Spoiler alert: they crushed it. They saw a 13% increase in YoY attendance, plus a quarter of all registrants chose to make a gift.



### **Ohio University improves event workflows and taps a new source of revenue**

Ohio University uses GC Events for everything from regional alumni happy hours to on-campus donor events. Building out event pages now takes half the time compared to their previous system. Plus the first event page to include a donation button generated a surprise \$500 gift.

**See GC Events in action. [Book your demo today!](#)**



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