

Strengthening donor connections with elevated data

How this school transformed chaos into clarity with Greater Giving

A look at Immaculate Conception Regional School

Immaculate Conception Regional School is a vibrant Pre-K through 8th grade Catholic school committed to academic excellence, faith-based education and community involvement. Erin Kohlhaas is the Marketing Development Director at ICRS. She wears a lot of different hats, juggling enrollment management, community engagement and the school's biggest annual fundraiser, all while ensuring donor experiences remain seamless and professional.

Pandemic disruption and data challenges

Kohlhaas inherited a donor base and event model that had been disrupted by the pandemic. Their annual fundraiser had gone remote — losing some of its energy and attendance. Kohlhaas faced several challenges:

- **Donor fatigue and disconnection:** Years of COVID had certainly had a negative impact on fundraising activity and reconnecting with the supporters wasn't easy.



- **Inaccurate and incomplete data:** Without centralized data or records, it became hard to keep track of who was attending, and the lack of detailed donor info made communication fall flat.
- **Insufficient technology support:** The absence of reliable software made the fundraising process extra complex, and she needed the support of an expert to tackle the challenges that came her way.
- **Time-consuming and unorganized processes:** Kohlhaas found the lack of organization in the processes disturbing. Data and tasks were all over the place, eating up time that would be better spent serving their students.

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Rebuilding our donor base and getting people back into the room was the biggest challenge.

Greater Giving provides a best-in-class solution

Greater Giving's comprehensive event solution offered the structure Kohlhaas needed to regain control of donor data, and get ICRS's events back on track to success. This included:

- **Donor data organization:** With everything from supporter profiles to auction items centralized, Kohlhaas could focus her energy on event strategy rather than administrative headaches.
- **Reporting capabilities:** The clean, customizable reports are seamless and user-friendly, providing simple navigation and reporting reliability.
- **Streamlined tasks and operations:** Every step of fundraising was organized by the software, including assigning tables, checking admissions and so much more. This mitigated the need for manual processes, leading to fewer errors and better peace of mind.
- **Efficient event management:** From check-in to follow-up, Greater Giving provided a positive experience for donors, avoiding the need to chase them down after the event to collect important information.

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I use Greater Giving as our donor tracking system. It's my one source of truth. If I need a phone number or email, it's coming from there. I don't use any other database.

Contact your area sales manager for more information or request a demo today.

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Without Greater Giving, I wouldn't have the time and energy to spend on just connecting with people and putting it out on social media and getting excited about the event.

Better fundraising for better futures

Working with [Kilbreath Event](#) consultant Julianne Read, Kohlhaas implemented a smart, data-driven strategy. With more insights about the donors, there was an immediate impact on ICRS, creating a more effective approach to fundraising that has significantly increased their donor turnout — generating more profit for the school. With Read and Greater Giving, ICRS received:

- A more effective strategy
- Boosted revenue
- Better time management
- Automated performance tracking
- An easy-to-use dashboard
- Stronger donor relationships

