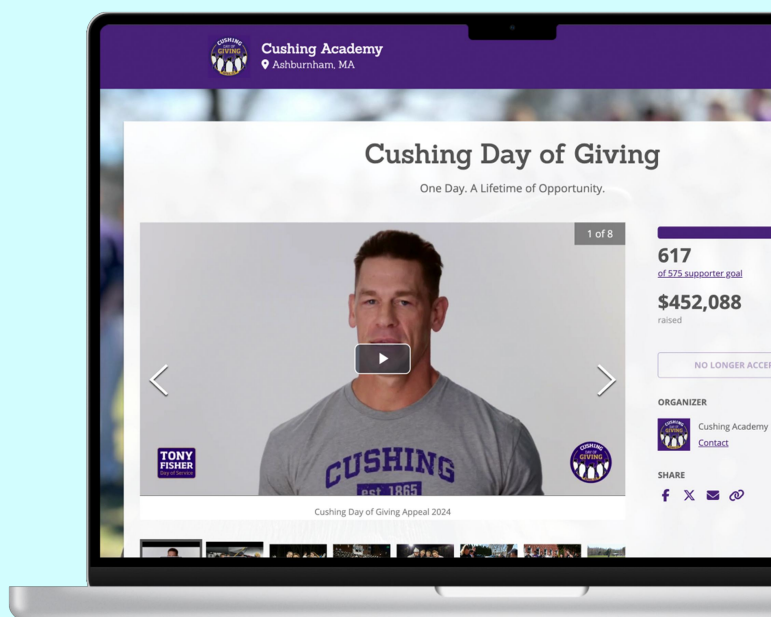


# How Cushing Academy converted 43% of visitors into donors for their first giving day with Boost.



After switching to Boost My School for all of their fundraising initiatives, Cushing Academy launched their first initiative with Boost: their 2024 Cushing Day of Giving. In the end, their giving day broke several records, including their participation and giving records.

**43%**

Of Page Visitors  
Made a Gift

**1m 30s**

Average Time on  
Engagement Pages

**90%**

Of Donors Covered  
Transaction Fees

## Background

Cushing Academy is a co-ed, college preparatory boarding and day school that serves students in grades 9-12 in Massachusetts

With an enrollment of 400 students and a development team of six, Cushing is a leading independent institution in the Northeast.

“We found Boost very easy to navigate and adjust to our needs. The team at Boost was also extremely responsive to our questions and needs”

**Greg Pollard**  
Director of Advancement

## Cushing's Challenge

**Improve on-page engagement for alumni donors who tend to be more connected with their college.**

K-12 institutions face a unique fundraising hurdle: cultivating alumni donations when graduates often feel a stronger connection to their college alma maters.

College alumni offices typically benefit from more recent connections and greater resources, allowing them to maintain robust alumni communities. This reality compels K-12 schools to innovate and differentiate their approaches to increase alumni participation and stand out in a crowded fundraising landscape.

Recognizing this challenge, Cushing Academy determined that a complete overhaul of their Giving Day donor experience was necessary. They aimed to shift focus towards fostering engagement and tapping into their alumni's collaborative and competitive spirit.

This realization prompted Cushing to seek a new giving platform tailored to their specific needs as a K-12 institution. So, Cushing began searching for a new Fundraising platform that would:

1. Cater specifically to K-12 schools
2. Allow for the creation of engaging fundraising challenges
3. Display custom leaderboards to track alumni participation

Cushing needed to transition away from a transactional Giving Day model that lacked donor visibility into fundraising progress and posed management challenges for their growing team. They sought a solution that would not only streamline operations but also provide a more engaging and transparent experience for their alumni donors.



**“Boost My School’s seamless support made switching platforms simple, and their powerful engagement tools helped Cushing increase our giving day participation by 15% and overall giving by 62%.”**

**Greg Pollard, Director of Advancement**

## Cushing's Solution

### Utilize school specific engagement tools on their Boost Giving Day page.

For Cushing Academy, finding a platform that could address their specific fundraising challenges as a 9-12 boarding school was crucial, that's when they found Boost My School, the only fundraising platform built for K-12 schools.

Boost offered several key features that aligned with Cushing's needs:

1. Custom challenges tailored to Cushing's unique community
2. Engagement tools to drive alumni participation
3. Custom leaderboards to track and display progress in real-time

Using Boost, Cushing created challenges that were displayed directly on their giving day page that appealed to their alumni and encouraged competitive and collaborative giving.

Cushing's team also used Boost's leaderboards to track alumni participation by decade and current family involvement.

This new approach was designed to transform Cushing's Giving Day from a simple, transactional, event into an engaging experience that brought their donor community together.

### The Tools Cushing Used

- Custom Challenges
- Premium Design
- Custom Leaderboards
- Boost Text Marketing
- Boost Pay

**53%**

Of Cushing's Donors Gave With Modern Payment Methods

**28%**

Of Cushing's Donors Gave With Apple Pay

## Cushing's Results

**Increased donor time on page, conversions, and broke giving and participation records for their Giving Day.**

Cushing Academy's new approach with Boost My School led to impressive outcomes:

- 15% increase in alumni participation
- 62% jump in overall giving compared to the previous year's Giving Day

Greg Pollard, Director of Advancement, noted: "Many alumni and parents enjoyed repeat visits to see their class ranking. This spurred more engagement and gifts."

The success has Cushing eager to expand their use of Boost. "We're excited to leverage everything Boost offers, like daily giving pages and event registration," Greg added.

This strategy not only met immediate goals but also set the stage for stronger alumni relationships going forward.

Cushing Academy sent more than 5,000 text messages with Boost My School's simple and fast text-to-give platform.

Did you know Boost Texting is bundled into every Giving page?

Scan to discover how Boost My School can consolidate your development tech onto a single platform.

