



CASE STUDY

HANOVER COLLEGE

CHALLENGE

Hanover College, a private Midwestern college with an alumni list of roughly 8,000, sought to expand the reach and impact of its planned giving program and boost planned gift commitments.

APPROACH

Giving Docs first created and hosted a custom landing page to enable easy access to the Giving Docs platform for its alumni. Working alongside The Stelter Company, its marketing partner, the Hanover College planned giving team coordinated and ran two Giving Docs email drip campaigns and a promotion in the alumni e-newsletter.

RESULTS



13
ALUMNI
HAND
RAISERS



\$500k
IN NEW GIFTS
on the Giving Docs
platform



36
COMPLETED
ESTATE
PLANNING
DOCUMENTS



12
COMPLETED
GIFTS on the
Giving Docs
platform

“The Giving Docs campaign provided tools to secure and document gifts that we would otherwise not have uncovered. This relationship has been beneficial to Hanover College’s legacy, and it has also created a unique opportunity for our Alumni.”

—KEVIN BERRY, SENIOR DIRECTOR OF INDIVIDUAL PHILANTHROPY, HANOVER COLLEGE