

How Presbyterian College raised \$27,751 from a single text

Overview

Presbyterian College (PC), a private liberal arts college in South Carolina, is rooted in community and tradition. After a budget pause, its advancement team brought Mongoose back in 2023 and saw engagement climb, especially around giving campaigns and alumni events.

INSTITUTION	Private liberal arts college
LOCATION	South Carolina
DEPARTMENT	Advancement
PARTNER SINCE	2023 (reintroduced)
CHANNEL	Text

The challenge

Without texting, PC's advancement team was back to email and phone calls. Outreach felt disjointed, responses were hard to track, and alumni engagement and Giving Day results declined.

- Email and calls only
- Responses hard to track
- A dip in Giving Day performance

Why Mongoose

A small team managing a large alumni network needed something simple, personal, and trackable. Mongoose brought shared inboxes, easy contact management, and friendly support, and the team rolled it out for events, alumni engagement, and giving days.

- RSVP reminders and event updates
- Unique tracked links by campaign
- Personal thank-you messages

902

donors in the most recent Giving Day

\$390,000

raised in that campaign

150+

donors over goal, after falling short the year before

“We went a couple of years without texting at all, and we saw a dip in engagement. I fought hard to bring Mongoose back, and it's made a huge difference.”

AMANDA DOWDLE · DIRECTOR OF ANNUAL CAMPAIGNS AND DEVELOPMENT OFFICER

Giving Day, back on top

"The past few years, we saw a dip in Giving Day performance," Amanda said. "But this year, not only did we exceed our goal, we looked at what links were driving donations, and Mongoose texts were the top performers."

01

Giving Day: \$27,751 from one text

One text with a custom link drove 465 clicks, 132 donors, and more than \$27,000. A follow-up morning text raised another \$15,000 from 57 donors.

02

Giving Tuesday: \$6,470 by text

A single text with a tracked link drove 278 clicks and 45 gifts, outperforming most email and phone outreach.

03

The Presidential Tour

To introduce PC's new president in key regions, texts carried RSVP links, reminders, and thank-yous, which lifted turnout and strengthened relationships.

04

Time back for a small team

"We used to call people one by one to ask if they were attending an event. Now we just send a text. It saves time and gets better results," Amanda said.

WHAT MADE THE DIFFERENCE

- **Real-time reach.** Texts land where alumni actually look.
- **Trackable links.** ROI by campaign, message, and channel.
- **Personal touch.** Shared inboxes and real names keep it human.
- **Easy for small teams.** Little training needed.



LOOKING AHEAD

PC plans to bring Mongoose into more campaigns and daily communication, with more automation, more segmentation, and outreach to parents and other giving audiences.

"Mongoose helped us reach our donors in a more personal way, and our results speak for themselves."

Amanda Dowdle

Want to see what texting could do for your next giving day?

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