

How St. Joe's grew Day of Giving donors 75% with Text

Overview

St. Joseph's Collegiate Institute, the largest private high school in Western New York, has run an advancement program for more than 40 years and has 11,000+ alumni. As email and direct mail lost younger alumni, St. Joe's adopted Mongoose in early 2023 to reach them personally.

SCHOOL	Private high school
LOCATION	Western New York
ALUMNI	11,000+
DEPARTMENT	Advancement
PARTNER SINCE	Early 2023
CRM	Blackbaud

The challenge

Direct mail and email were getting ignored or landing in spam, especially with younger alumni. St. Joe's needed a personal, immediate way to lift event participation and annual fund giving.

- Younger alumni tuning out mail and email
- Messages landing in spam
- Event and annual fund targets

Why Mongoose

St. Joe's started texting just before its 2023 Day of Giving, with little time to plan. Personal, timely texts, some sent from the Vice President of Institutional Advancement, quickly lifted attendance and donations.

- Texts from a real, recognizable leader
- Merge fields for names and class years
- Strategic timing guidance from Mongoose

50% increase in alumni event attendance.

“Texting is very instant and easy. People can reply right away, ask for links, and complete donations through their mobile wallet or sign up for an event in minutes.”

SARAH STOKLOSA · DIRECTOR OF ANNUAL GIVING AND STEWARDSHIP

A record Day of Giving

Real-time texts about class competitions and exclusive giveaways drove donations: "Hey Class of 2000, you're third on the donor leaderboard. Catch up to 1994, they're only 10 ahead of you!"

1,892

donors in 2024, up from 1,083 in 2023

\$485,133

raised in 2024, up from \$361,588

50%

increase in event attendance

01

Events alumni show up for

Personal invitations, like one for a Los Angeles regional reception with the president, lifted event attendance 50%.

02

Messages from a real person

Texts sent from the VP of Institutional Advancement resonated with alumni. "We get all kinds of responses, from questions about summer camp to bookstore inquiries, which shows the trust and connection we've built," Sarah said.

03

Strategic support

Mongoose helped optimize message timing for high-stakes moments like the Day of Giving.

04

Easy for a small team

"It's not complicated; it's very user-friendly, and our support reps are always available," Sarah said.

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“Our alumni are having direct, meaningful conversations with us, not just receiving another automated message. This capability has transformed our engagement, making it feel much more human and connected.”

SARAH STOKLOSA · ST. JOSEPH'S COLLEGIATE INSTITUTE

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LOOKING AHEAD

St. Joe's plans to connect Mongoose with Blackbaud to automate stewardship texts like donor thank-yous and birthday messages, and to use it for an upcoming Athletic Week of Giving.

“We love Mongoose. It's made a world of difference in our communication plans and our ability to reach alumni and younger alums. It's a tool I'd recommend to anyone looking to truly engage their audience.”

Sarah Stoklosa

Want to see what texting could do for your alumni engagement?

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