

Driving Donor Engagement at Presbyterian College with Mongoose

Overview

Presbyterian College (PC), a private liberal arts college in South Carolina, is deeply rooted in community and tradition. With a strong alumni network and a mission to nurture meaningful relationships, PC's advancement team sought a more effective way to connect with donors and alumni. After reimplementing Mongoose in 2023, the college saw a significant uptick in engagement, particularly around fundraising campaigns, while improving event outreach and operational efficiency.

Challenge

Before reintroducing Mongoose, PC's alumni engagement and fundraising efforts were limited to emails and phone calls. Texting had been previously used and appreciated, but budget constraints had paused the platform. Without a centralized texting solution, outreach felt disjointed, responses were hard to track, and alumni engagement declined. Amanda Dowdle, Director of Annual Campaigns and Development Officer, explained,

“ 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

Solution

With a small team managing a large alumni network, PC needed a simple, reliable platform that allowed for personal and trackable communication. Mongoose fit the bill with shared inboxes, seamless contact management, and friendly support. The team quickly implemented Mongoose for event outreach, alumni engagement, and peer-to-peer fundraising days. Now, alumni receive timely updates, RSVP reminders, and personalized thank-you messages—all through the channel they're most likely to check. Amanda said,

“ Texting with Mongoose makes it feel like there's a real person on the other end. That's important when you're asking people to give or attend something.

Campaign Highlights

Presbyterian College used Mongoose to power some of its most successful fundraising efforts to date. From national giving days to local alumni events, texting played a central role in driving donor participation and improving campaign performance. Here are a few standout examples:

Giving Day – \$27,751 from One Text

A single Mongoose text with a custom link during PC's April Giving Day campaign generated 465 clicks, 132 donors, and over \$27,000 in gifts. A follow-up morning text raised another \$15,000 from 57 donors. Amanda noted,

“ The past few years, we saw a dip in Giving Day performance. 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.

Giving Tuesday – \$6.5k in Text-Driven Revenue

The team used Mongoose to send a unique tracked link via text. That message alone drove 278 clicks and 45 gifts totaling \$6,470, outperforming most email and phone outreach.

Event Invitations with the Presidential Tour

As part of a push to engage alumni in key regions, PC used Mongoose to promote a “Presidential Tour” featuring their new president. Texts included RSVP links, reminders, and post-event thank-yous, significantly increasing turnout and strengthening relationships.

Results

- **902 donors and \$390,000 raised** in the most recent Giving Day campaign
- **Exceeded giving goals** by over 150 donors, compared to falling short in the previous year
- **Top-performing campaign links** were all distributed via Mongoose texts

Results, cont.

- **Improved event attendance** with coordinated texting and RSVP follow-ups
- **Time saved** by reducing manual calls and improving campaign tracking



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 DOWDLE

The Mongoose Difference

- **Real-Time Engagement:** Timely texts reach alumni where they are—on their phones.
- **Trackable Results:** Unique links help measure ROI by campaign, message, and channel.
- **Personal Touch:** Shared inboxes and real names keep the conversation warm and real.
- **Time Savings:** Fewer phone calls, better RSVP rates, and faster campaign execution.
- **User-Friendly:** Easy for small teams to adopt, with little training needed.



It's incredibly functional and easy to use. For a small team like ours, that matters.

Future Plans

As PC closes its fiscal year, the team plans to integrate Mongoose into more campaigns and day-to-day communications. Goals for the next year include deeper automation, expanded use of segmentation, and additional outreach to parents and other giving audiences.

Conclusion

For Presbyterian College, Mongoose has become a vital tool in building donor relationships and driving results. By reintroducing a smarter, more personal way to connect, PC has increased donations, strengthened alumni ties, and simplified operations—proving that when it comes to engagement, the right message (and the right platform) makes all the difference. Amanda concluded,



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

Mongoose Conversation Intelligence Platform

Learn more

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