



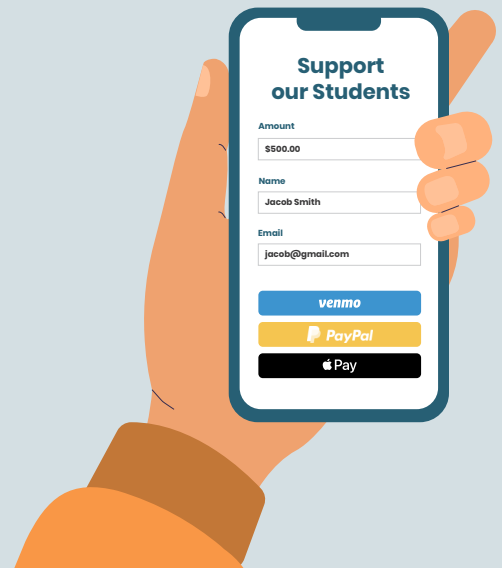
DIGITAL WALLETS:

Donors' Payment Method of Choice

GIVECAMPUS

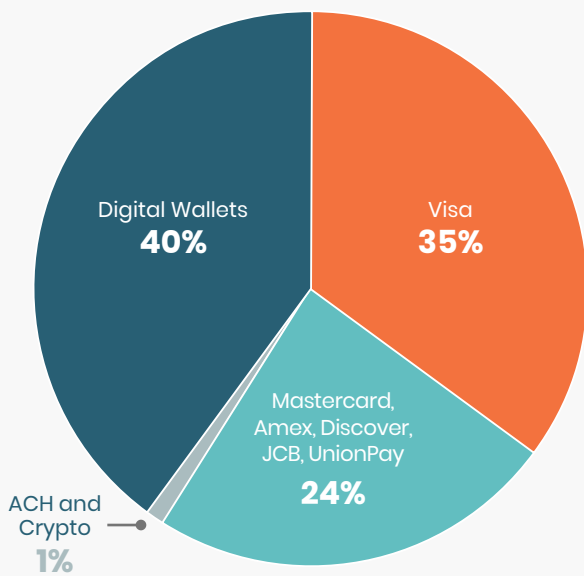
go.givecampus.com

Digital wallets like Venmo, PayPal, and Apple Pay have eclipsed Visa to become the most popular payment method among donors to educational institutions. At some schools, more donors now give with digital wallets than with Visa, American Express, and Mastercard combined.

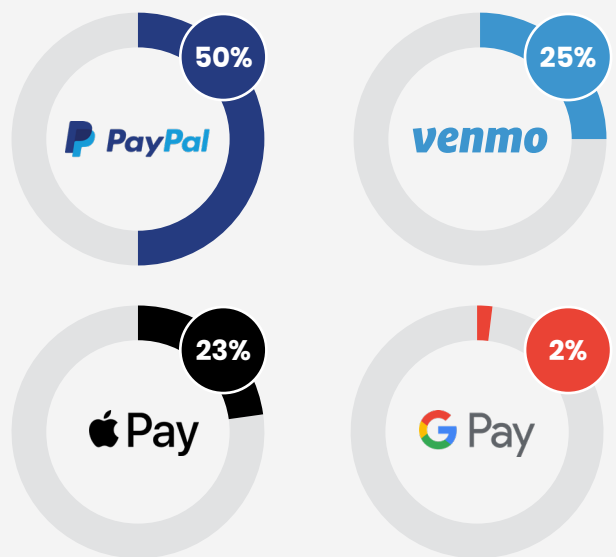


40% of donors on GiveCampus now make their gift with a digital wallet.

How donors are giving in 2021.



Which wallet is most popular?



Schools accepting digital wallets are reaping significant rewards:

these schools have achieved donor conversion rates that are 2.5 percentage points greater than schools not accepting digital wallets.



For every 10,000 constituents



2.5% translates into 250 more donors

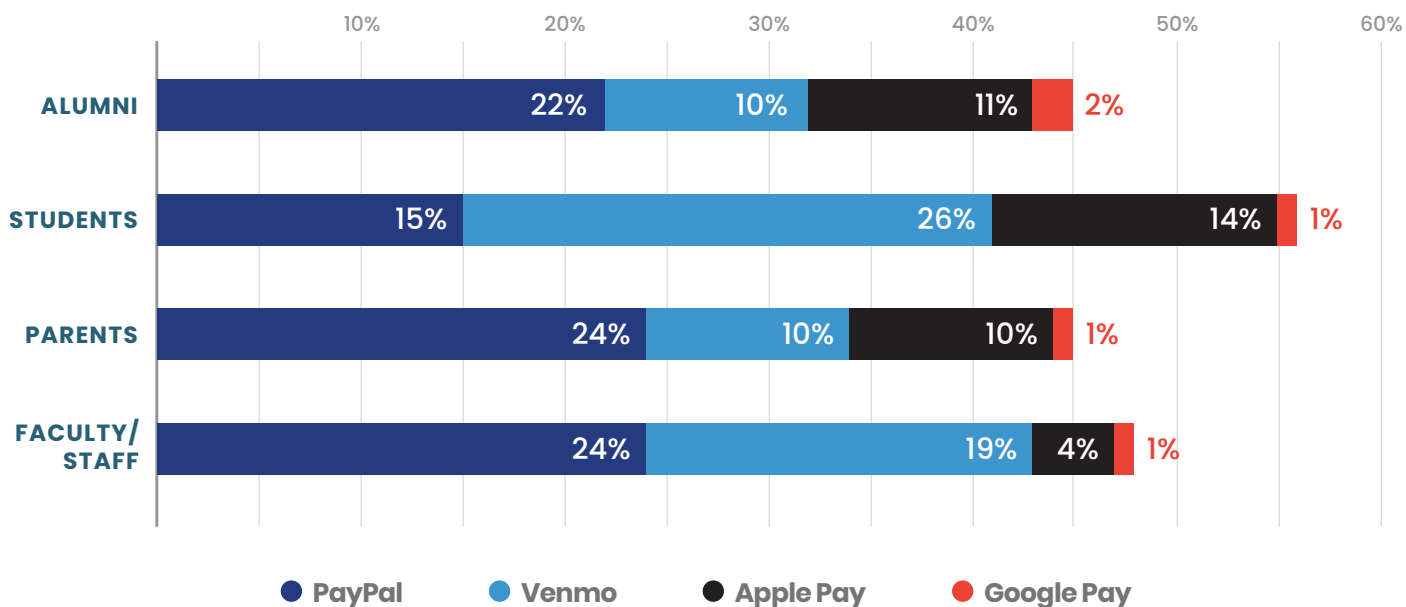


and an extra \$62,500 raised.

Digital wallets are popular with everyone – from students and young alumni to grandparents and constituents celebrating their 50th reunion.



Digital wallet adoption by affiliation



Students Love Venmo



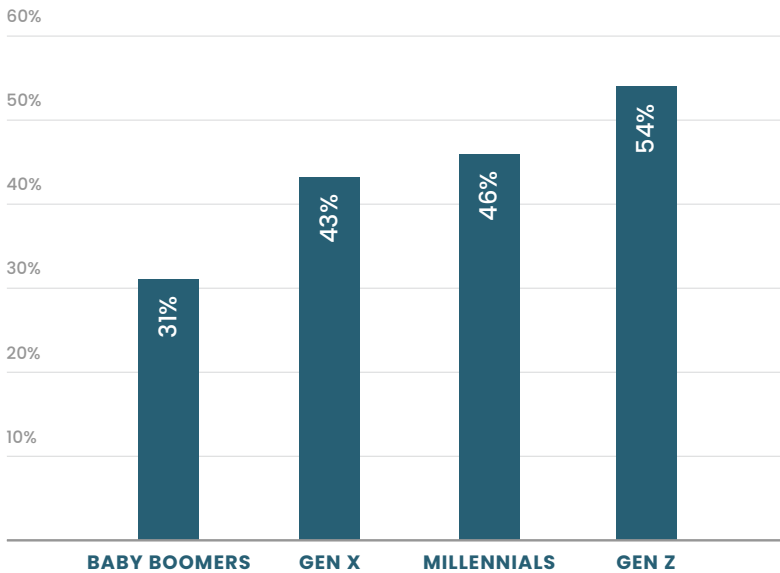
55% of the donors to Boston College’s senior gift campaign made their gift with Venmo.

50% of the donors to College of the Holy Cross’s senior gift campaign made their gift with Venmo.

6 in 10 mobile donors make their gift with a digital wallet.



Digital wallet adoption by generation



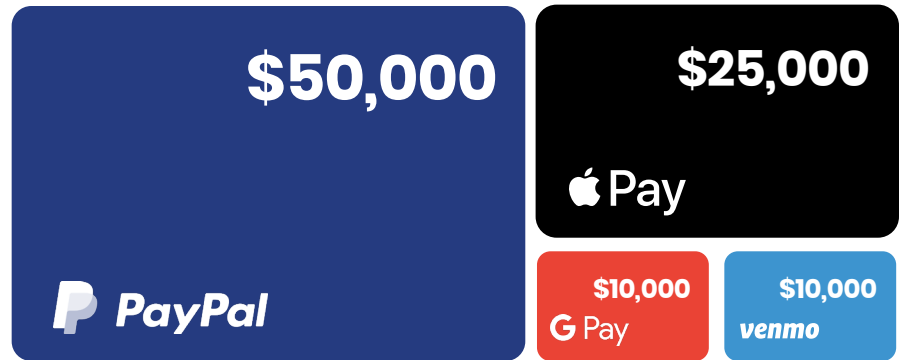
One reason so many donors prefer digital wallets?

They save time. On average, making a gift with a digital wallet is 80 seconds faster than making a gift with a credit card.

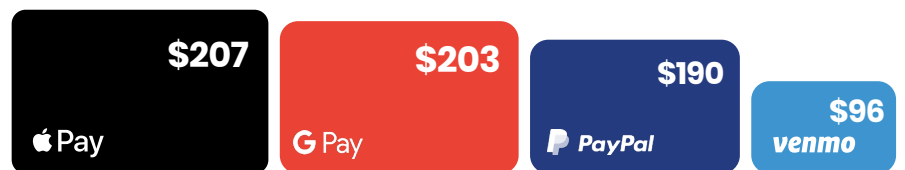
Digital wallets aren't just the most popular: the donors who use them give significant amounts.



Largest Gift



Average Gift Size





ABOUT GIVECAMPUS

GiveCampus is the world's leading digital fundraising platform for education. Trusted by more than 1,000 colleges, universities, and K-12 schools and millions of donors, GiveCampus is the only fundraising platform with native support for all digital wallets — including PayPal, Venmo, Apple Pay, and Google Pay. GiveCampus also supports cryptocurrency donations.

To learn more, contact info@givecampus.com or visit go.givecampus.com.

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