

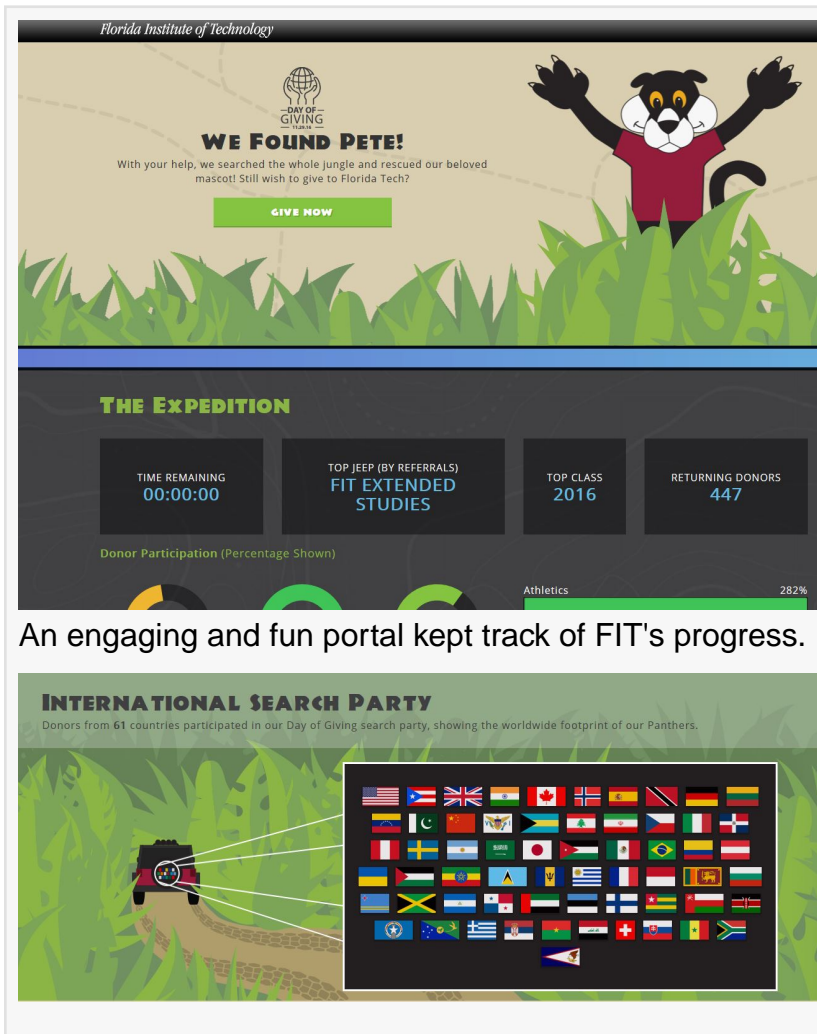
KDG and FIT Team Up for 2016's Day of Giving

To celebrate 2016's Day of Giving, KDG helped the Florida Institute of Technology launch a custom crowdfunding campaign.

ALLENTOWN, PENNSYLVANIA, UNITED STATES, January 9, 2017 /EINPresswire.com/ -- Last November, the [higher ed web design](#) experts at KDG partnered with the Florida Institute of Technology (FIT) to kick off 2016's Day of Giving. This was the second time the college and tech company partnered together to launch a giving campaign.

With an exciting quest to find the school's missing mascot in the campus's famous botanical gardens, students, alumni, family, and friends came out in full force, breaking records and smashing goals in less than 24 hours. This year's goal was 1,500 donors. However, participants surpassed that number by over 400 and ended the campaign with 1,942 donors.

Having helped colleges and universities design custom [crowdfunding](#) campaigns for over 15 years, the team at KDG used their experience to put together an engaging fundraising portal for FIT. A bright design made for an attractive user interface, while easy social media sharing helped participants spread the word and find mascot Pete the Panther before the clock ran out.



An engaging and fun portal kept track of FIT's progress.

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Kim Amidon, Assistant Director of Annual Giving & Donor Relations, FIT

“This year we incorporated elements of KDG’s customized theme into some of our pre-marketing materials, so we had one cohesive, branded experience for our donors,” explains Kim Amidon, Assistant Director of Annual Giving & Donor Relations at FIT.

The campaign captured the attention of students throughout campus with some friendly competition. To rally students and garner excitement, the institute’s different colleges competed to see who had the most donor participation. The College of Business came out on top at 123 percent, followed by the

College of Psychology & Liberal Arts at 90 percent.

The school's different departments also joined forces and exceeded expectations. Every single department surpassed 100 percent donor participation. In the case of the athletics department, donor participation reached an astounding 282 percent.

"We were blown away by the results," says Amidon. "Once again, KDG helped us soar past our donor goal by creating a vibrant and social giving experience."

While many colleges and universities struggle to engage and garner donations from recent graduates, at FIT young alumni were the campaign's most prominent donors, with the class of 2016 leading the way.

The campaign didn't only capture the participation and enthusiasm of the campus community. Its reach exceeded continental boundaries and went global. Donors from 61 countries participated, including donors from India, Norway, Ethiopia, and Barbados.

"Social media and referrals played a huge role in this year's campaign," said Kyle David, CEO of KDG. "They helped people from around the world came together in a common purpose."

A great many of the donors who generously supported the campaign (nearly a quarter) were returning donors, highlighting the lasting effect of engaging giving campaigns. With over 1,900 donors this year, FIT has plenty of opportunities to see returning donors during its next Day of Giving.

"We can't wait to see what we do together next year," Amidon says.

About KDG: KDG (formerly The Kyle David Group) is a leading provider of [web development for higher education](#). With over 15 years of experience in using technology to help education clients to improve enrollment, campus climate, and alumni participation, KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging higher education crowdfunding campaigns. Learn more at www.kyledavidgroup.com

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