



# Ohio University Foundation:

## An Easy Path to the Right Donation Form Solution



STRATEGY



DESIGN



DEVELOPMENT



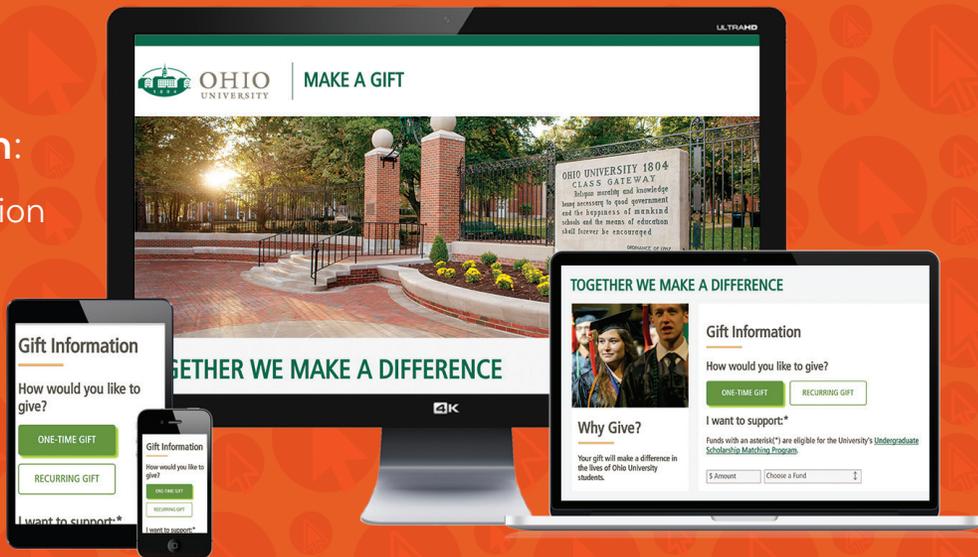
ANALYTICS



SUPPORT



MIGRATION



## A STRATEGIC APPROACH TO MEETING KEY DONOR EXPECTATIONS

The team at the Ohio University Foundation uses its Luminate Online donation forms to support a wide range of projects — from student financial aid to scientific research and technology upgrades. Providing a great donor experience was a huge priority for them. Their online giving process needed to be fast, easy to use on a phone, and clearly present multiple giving options. Challenge accepted! Our discovery process shed light on something major: the uber-technical custom options they had originally requested simply weren't needed in order to meet their requirements. We could deliver their dream donation form and leave money in the project budget for other Luminate work.



## User-Centric Forms Raise More Money

Have you checked your donation form bounce rates lately? Even when someone lands on a donation form, they often aren't quite ready to give. That's why it's important to clearly show the impact of their gift, provide an array of donation options, and avoid "donor confusion" at all costs. The folks at Ohio U knew their form wasn't converting well, and that needed to change quickly.

## Bye Bye, API

Firefly Partners is always happy to get deep under the hood and build complex, custom assets using an API — as long as that's the right solution for our clients. The Ohio U Foundation team was thrilled to learn that their requirements could be met with standard Luminate Online functionality (plus a little bit of that Firefly technical wizardry). We saved so much time and money that we were able to start tackling Phase Two of Ohio U's to do list!

## Highlighting Monthly Giving

Recurring giving is now just as prominent as one-time giving on the new donation form, making it that much easier for donors to make a sustaining gift. The new form corresponds to Ohio University's branding, and features key messages about the impact of each gift. Even more strategically important, the mobile-responsive forms make it easy and fast to give back to the school on a phone or tablet. The Ohio team is thrilled with their new donation form performance, and we're thrilled to provide another client with a fantastic project experience from kick off to sign off.



"Working with Firefly Partners to develop the new Ohio University giving form has been a delight! Their process is well-organized, easy to follow and professional. Our team held regular calls with Firefly Partners to discuss the project progress, and they provided us with testing documents and worksheets that kept us on track. They were patient and able to accommodate our requests, despite some limitations of the Luminate platform. If they weren't sure how to accomplish something, they would do the research to figure out how to make it work. The end result is a beautiful form that really captures our vision, a form that we're proud to send our donors to."

- Kate Erlewine,

Associate Director, Digital Communication,  
OHIO UNIVERSITY