



**MACALESTER**

**Macalester College**



Macalester College is a nationally recognized liberal arts institution in Saint Paul, Minnesota, known for its strong academic programs and commitment to global citizenship. With an engaged donor community and a mission-driven advancement team, the college continually looks for ways to enhance the donor experience while improving operational efficiency.

## Use Case

Before adopting Givzey, Macalester's process for pledge documentation involved a patchwork of emails, Google Docs, and separate e-signature tools. A typical agreement required coordination between development officers, internal staff, and the gift processing team, often moving back and forth across multiple platforms. The result was a time-consuming, manual process prone to delays.

With Givzey, Macalester has transformed this fragmented workflow into a unified, streamlined experience. With Givzey's Gift Agreement Platform they can create, send, and sign pledge agreements within a single system, eliminating the need to loop in multiple people and juggle multiple documents and tools. Pledges are not only documented more efficiently, but also easier to manage, pause, and control as circumstances evolve, something the team appreciated for both the donor experience as well as their internal process.

One of the biggest wins? Automated pledge reminders. Previously managed manually by two people in Advancement Services—often requiring a clunky data pull from their CRM twice a year—reminders are now personalized, timely, and sent on a donor-friendly cadence. The team is excited to improve not just the quantity of reminders sent, but the quality and relevance of the outreach itself

The results speak for themselves: In their first six months, Macalester booked \$1.56 million in pledges through the platform—proof that the streamlined experience resonates with donors and staff alike.



We were up and running with Givzey in just a few days—it was one of the easiest implementations we've ever done. What really excites us is how much time it's going to save our team, especially around pledge reminders. Now we can send donor-specific follow-ups automatically and even pause them when needed. It's a **smarter, more compassionate way to engage our supporters.**

**Kaylee Highstrom**

AVP Advancement Operations | Campaign Managers