



CASE STUDY: Greater Jacksonville Area USO



The Challenge

When Executive Director Mike O'Brien joined the Greater Jacksonville Area USO in 2013, he immediately realized the organization could not reach its fundraising goals without modern technology. It had to provide donors an easy way to contribute online and from their mobile devices. The need for a single system that provided donation acceptance, event registration, and the tracking of donor information was evident. "We were in the dark ages in a lot of ways ... relying on cash and checks. We desperately needed to upgrade our technology to better serve our active duty service members and their families." O'Brien said.

The ClearGIVE Solution

ClearGIVE helped the Greater Jacksonville Area USO increase fundraising online, on-site, and on-the-go. With seamless integration into the USO website, the platform allowed for acceptance of one-time and recurring donations from anywhere at any time. Through the introduction of ClearGIVE's tablet-based mobile donation solution, fundraising skyrocketed at USO events like motorcycle rides, golf tournaments, and the NFL Salute to Service Day with the Jacksonville Jaguars. ClearGIVE even provided a custom, USO-branded kiosk placed at the Jacksonville International Airport. The kiosk has been a dramatic success, providing even more financial support in a completely new revenue stream.

Equally as important, the ClearGIVE team was dedicated to making the upgrades seamless and simple. By bringing together the right people, smart innovation and world-class service, ClearGIVE continues to deliver the exceptional experience they are known for today.

"Customer service has been extremely helpful and they made the implementation process easy." O'Brien said. "They have always been attentive and remain that way today."

The Results

37% INCREASE
in online donations since 2013.

"We've exponentially increased our online donations," O'Brien said. "It's easy so people are donating more."

181% INCREASE
in event donations since 2013.

O'Brien: "People just don't carry cash today. We don't want to be taking on checks. So just the ability to take an iPad with a swipe out there to accept donations makes it extremely convenient. People are much more inclined to give when it's plastic, whether it's upgrading to a \$20, \$30 or even a \$50 donation."

From a technology and customer service standpoint, ClearGIVE provided what the Jacksonville USO needed to achieve its goals. It's a partnership built for the long-term.

Said O'Brien: "We've come light years from where we were just a few years ago."