

KDG Wins Communicator Award for Drexel University Higher Ed Crowdfunding Campaign

KDG and Drexel University were recognized with a 2018 Communicator Award for the university's 2017 higher ed day of giving.

ALLENTOWN, PA, UNITED STATES, June 5, 2018 /EINPresswire.com/ -- The Lehigh Valley web design team at KDG in Allentown has been awarded a 2018 Communicator Award for its work on Drexel University's 2017 "24 Hours of Impact" campaign.

The campaign's unique and engaging design, customized by the [higher ed web design](#) team at KDG, captured judges' attention. The interactive and gamified giving portal featured a steampunk design and mobile-responsive platform that made it possible for students, alumni, and others to give from anywhere. More than 3,700 donors from across 46 states and 10 countries made gifts through the online portal during the 24-hour campaign.

The online campaign was accompanied by on-campus activities, including giving challenges and code-breaking games. The event was also marketed heavily via email and social media using the hashtag #Drexel24.

"This was a fun site to design," says Kalyn Kates, UI/UX designer at KDG. "We got to be really creative as we worked alongside the Drexel team. We came together and designed a site that was fun and engaging, and it reflected Drexel's community well."

“

We came together and designed a site that was fun and engaging, and it reflected Drexel's community well."

Kalyn Kates

This is the fourth award the 2017 [higher ed crowdfunding campaign](#) has won. Among the other awards are a Silver CASE Award, an AVA Platinum Prize, and a Gold Hermes Award.

The Communicator Awards are overseen by the Academy of Interactive and Visual Arts and are the leading international awards program for creative excellence in marketing and communications.



The higher ed web design team at KDG won a Communicator Award for its higher ed crowdfunding campaign with Drexel University.

About KDG: KDG has been a leading provider of higher ed web design, [custom software development](#) for businesses, and small business IT support for over 17 years. KDG has developed a reputation for being able to see and respond proactively to changing markets. Learn more at <https://kyledavidgroup.com/>.

Keri Lindenmuth
The Kyle David Group, LLC
610-628-3152
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.