



Achilles International chapters raised 114% of their goal for the annual Day of Giving

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).

Okay



[See Our Privacy Notice](#)





Mission

Break down barriers to race start lines and empower the disability community to cross the finish line

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Solution

GoFundMe Pro's peer-to-peer platform enabled Achilles International's chapters to join a friendly fundraising competition that pushed them past their ambitious goal.

“Peer-to-peer fundraising has been immensely impactful for us. We’ve really leaned into it as a long-term donor pipeline strategy.”

– Kelly O’Brien, Former Director of Development

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

*Based on 2025 GoFundMe Pro data and Achilles International-provided data

Empowering a global network of volunteers

Achilles International has 62 chapters worldwide, mostly powered by passionate volunteers. For the third consecutive year, Achilles International hosted its annual Day of Giving, which brought each chapter together in a spirited, community-driven competition that gave volunteers a chance to champion their own chapter and rally support from their communities. The chapters were empowered to set up their own GoFundMe Pro peer-to-peer fundraising campaign to easily solicit, manage, and track donations.

ff With GoFundMe Pro's technology, we can put the power of peer-to-peer fundraising into the hands of our volunteers.

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.



[See Our Privacy Notice](#)

The Day of Giving has become a powerful pipeline for long-term engagement for Achilles International. Not only does it attract new donors, but many supporters go on to participate in the organization's events and races the following year, and even bring friends along.

Day of Giving campaign on GoFundMe Pro

Raising more to support more athletes

Of the 22 teams that competed in the annual Day of Giving challenge, each of their fundraisers raised an average of \$735, helping the organization raise 114% of its goal and drive a 10% increase in the number of total gifts.

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

- Introduce new scholarship programs for athletes' travel and race costs

“ We’re focused on growing so we can support more individuals. We can grow faster by making fundraising accessible and easy for people to show their support.

Kelly O’Brien

Former Director of Development

Turning activity into impact

As a nonprofit that focuses on connecting individuals through athletics, Achilles International was an early adopter of Strava’s ‘For a Cause’ tag. The new tag allows individuals to connect activities tracked on Strava, a mobile app for tracking fitness activity, with GoFundMe charity fundraisers. This gives individuals a meaningful way to support causes they care about while turning activities they love into impact.

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.



[See Our Privacy Notice](#)

Strava's "For a Cause" tag

Kelly's GoFundMe Pro tips:

1. Encourage fundraisers to personalize their fundraising pages.
 - When people take the time to personalize their pages, including a story, photos, and even updates, they stand out and often achieve greater success.

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Get results like Achilles International

Learn how top nonprofits use GoFundMe Pro to power their fundraising.

[Request a demo](#)

Related Case Studies

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog



Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

SOLUTIONS

Product Overview

Donation Forms

Recurring Giving

Donation Pages

Crowdfunding

Giving Cart

Live Events

Event Ticketing & Registration

Auctions & Mobile Bidding

Peer-to-Peer Fundraising

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

COMPANY

Story

Careers

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

CONTACT

Contact Support

Demo

Pricing

Sign In

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

RESOURCES

[Blog](#)

[Webinars](#)

[Events](#)

[Research](#)

[Help Center](#)

[GoFundMe Pro Academy](#)

[Partners](#)

[Terms of Service](#)

[Privacy Notice](#)

[Cookie Policy](#)

WHO WE SERVE

[Manage Cookie Preferences](#)

[Case Studies](#)

© 2010-2026 GoFundMe

[Nonprofits](#)

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)