Go beyond traditional P2P with **community-powered fundraising**

All Hands and Hearts

All Hands and Hearts increased donation volume by 1,181% with GoFundMe Pro and Community Boost

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Improve digital fundraising efforts to engage the right audience and provide more support for rapid-response campaigns during disasters

Solution

GoFundMe Pro's fundraising technology and Community Boost's digital marketing expertise helped All Hands and Hearts increase total donation volume, average return on ad spend, and volunteer participation year over year

"GoFundMe Pro has been a critical partner in our disaster relief efforts. Their platform enables us to launch campaigns quickly and reach supporters in real-time, allowing us to respond faster and more effectively when communities need it most."

– Heidi Dubreuil, Senior Director of Development at All Hands and Hearts

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All Hands and Hearts (AHAH) needed a way to balance its rapid-response disaster relief campaigns with digital fundraising that was effectively reaching the right audience of supporters and potential volunteers. With digital trends constantly evolving, the AHAH team recognized the need to stay on top of social media trends, new ad formats, and shifting donor behavior. All of this called for an advanced, data-driven approach to fundraising.

A powerful emergency fundraising campaign strategy

To be prepared to react quickly whenever a disaster or emergency strikes, AHAH created an evergreen Disaster Relief Fund using GoFundMe Pro's campaign builder, Studio. Studio's customization, no-code capabilities, and

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Evergreen disaster relief Studio campaign

AHAH also partnered with Community Boost, a nonprofit digital marketing agency, to polish its campaigns and get in front of the right people. The Community Boost team prepared ad variations in advance across Google and Meta, so it could launch as soon as a disaster arose. The call to action (CTA) for each ad linked directly to the Disaster Relief Fund.

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Meta ad example

> GoFundMe Pro's landing pages have been a game-changer for the campaigns we run. They're built to convert, easy to design, and optimized for donor action. It's a critical part of our strategy when it comes to turning interest into impact.

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When the devastating Category 4 Hurricane Helene made landfall, AHAH had everything in place to act quickly, provide critical support to disaster-affected families, and mobilize more volunteers. The data-driven digital strategy was its most successful emergency fundraising campaign to date, resulting in:

Long-term donor engagement strategy

Due to the unpredictability of natural disasters, AHAH's shift to a proactive

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AHAH is positioned for even greater success in the years ahead, showing that a well-rounded strategy isn't just about raising more but being prepared to serve more communities when they need it most. This long-term strategy will help build a strong foundation of engaged supporters through:

- **Consistent storytelling & branding:** Solidifying AHAH as the trusted leader in disaster relief and maintaining donor engagement between crises.
- **Multi-channel engagement**: Creating a seamless donor journey across channels through the use of Meta ads, Google Ad Grants, email marketing, and website optimization.
- **Recurring donor cultivation**: Identifying and nurturing donors most likely to convert into long-term supporters.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like All Hands and Hearts

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

Request a demo

Related Case Studies

Success Story

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

Success Story

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

Success Story

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

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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

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

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