



Animal Rescue League of Berks County raised 82% more YoY for its annual Valentine's campaign

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challenge

Raising more every year for a Valentine's campaign during a relatively slow fundraising period

Solution

Animal Rescue League of Berks County created a fun and visually appealing campaign in Studio that resonated with donors and raised 82% more year over year

“We get to be a lot more creative with GoFundMe Pro, and our donors are starting to learn and appreciate that. Not only is there more information on one page, but we can make it a fun experience to interact with us and make a donation.”

– Stacey Cole, Chief Development Officer

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Upleveling an annual Valentine's campaign

Animal Rescue League of Berks County (ARL) has been running a Valentine's campaign, Smooches for Pooches, for a few years, but this year was the first time using GoFundMe Pro. The team decided to create the campaign using Studio, which gave them more design flexibility and allowed them to add fun elements, like pictures of animals and impact tiles offering to deliver a hug or a kiss for \$10 or \$20.

Building the Smooches for Pooches campaign in Studio was much easier, thanks to the drag-and-drop functionality, and took only minutes compared to previous years. This year, the giving experience was much more user-friendly with a streamlined giving process and mobile-friendly, with a majority of donors choosing to give on their mobile phones.

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Studio donation page “Smooches for Pooches” campaign

Compared to last year, **the Smooches for Pooches campaign raised 82% more, saw a 61% increase in donors, and brought in 89 new donors!**

Getting creative with campaign designs and internal resources

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Canva design assets could be easily uploaded to the Studio campaign and dropped into any section seamlessly.

“ With a small team of only three people, we have to get creative, not only in our designs but in how we use our team’s time and internal resources. Tools like Canva have been really helpful for us design-wise, but using GoFundMe Pro has been instrumental in all aspects of our day-to-day work.

Stacey Cole

Chief Development Officer

Stacey’s GoFundMe Pro tips:

1. Try new things, and don’t be afraid to break your campaigns.
 - It’s the best way to learn how all the different pages work, and since building campaigns on Studio is so easy, it doesn’t take too much of your time to experiment.
2. Trust and use GoFundMe Pro’s customer support.

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- I am confident you'll see an improvement in your fundraising and have more fun making campaigns!

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like Animal Rescue League of Berk County

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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

gofundmePRO™



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