



Atlanta Habitat saw an average donation of \$670 on Giving Tuesday

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Mission

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Challenge

Inspiring donors to connect with and support their meaningful mission during the most opportune fundraising period of the year

Solution

GoFundMe Pro's crowdfunding websites provide the tools Atlanta Habitat needs to activate supporters through impactful storytelling, flexible payments, and real-time progress tracking

“We were able to build a simple, visually appealing crowdfunding campaign in GoFundMe Pro that is mission-focused, communicates our need, and makes it easy for donors to give.”

– Drew McGuffin, Development Systems and Relations Director

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Habitat for Humanity is a global nonprofit that builds strength, stability, and self-reliance in partnership with families in need of decent and affordable housing. One of Habitat for Humanity's largest affiliates, Atlanta Habitat, has empowered thousands of families through homeownership since 1983. Last year, the Atlanta team served 183 families through their build and repair programs and hundreds more through their education programs.

Combining storytelling and easy donation experiences

Atlanta Habitat has been using GoFundMe Pro's comprehensive fundraising software since 2019 to amplify its impact on local neighborhoods.

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“ The first year we implemented GoFundMe Pro was our highest online giving year ever at that point. It dipped in 2020 due to the pandemic, but since 2020, we’ve seen our online giving totals increase year over year. Last year we raised more through online giving than we did at our pre-pandemic peak.

Drew McGuffin

Development Systems and Relations Director

Letting its mission shine on a Giving Tuesday crowdfunding page

Throughout the summer, Atlanta Habitat starts prepping for the year-end season, which includes none other than Giving Tuesday.

The team wrote emails, posted on social media, and reached out to donors directly, highlighting their goals and motivations for this year’s Giving Tuesday campaign. They also secured matching gifts from board members prior to November so the impact of each donation could be doubled.

The team also utilized [GoFundMe Pro’s source codes](#) to track which

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In 2022, **Atlanta Habitat raised \$110,000 on Giving Tuesday**, surpassing its goal by \$10k. The generous donations came from **164 supporters with an average donation size of \$670**.

Celebrating 40 years of Atlanta Habitat

Atlanta Habitat recently invested in Pardot, a marketing automation platform within Salesforce. For Giving Tuesday 2023, the team will leverage its automation capabilities to better segment and target donors with more tailored communications.

This year is special for another reason as well, being that Atlanta Habitat is celebrating its 40th anniversary. The team is already planning an epic gala for the fall, which will present an enormous fundraising opportunity and utilize [Live Events](#), GoFundMe Pro's events software, to facilitate registration, fundraising, and more.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Atlanta Habitat

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

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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

gofundmePRO™



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