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

Atlas Free

Atlas Free lifts recurring donor retention by 151% with GoFundMe Pro and Virtuous

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Create an inviting recurring donor experience that encourages more signups

Solution

Better data management from the GoFundMe Pro and Virtuous integration helps Atlas Free nurture recurring donors and increase retention

"We want to continue scaling our recurring giving program, and GoFundMe Pro allows us to do that. We can maintain the perfect combination of automation and personal touch for donor connection. By automating standard communication with our donors about failing cards, donation confirmations, and suspensions, we can save our time for the more personal touches."

– Jake Fankhauser, CRM and Experience Manager

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Scaling a recurring giving program with GoFundMe Pro

Atlas Free's recurring giving community, Team Freedom, allows supporters to commit to the fight against sex trafficking and exploitation monthly without having to manually contribute every month. With GoFundMe Pro's inline donation form, Atlas Free can offer a giving experience that is seamless with its brand and website and has full control over copy and imagery.

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CRM and Experience Manager

With GoFundMe Pro, donors have full control of their recurring giving plans—all without having to create or remember a tedious password. With a one-click magic link that is sent to their email inbox, they can create, modify, and manage their recurring plans on their own. The freedom to change recurring donation frequency and pause plans has helped increase the lifetime value of a recurring donor. In fact, a quarter of Atlas Free's online donations on GoFundMe Pro came from a recurring gift in the last year, and its recurring plan retention rate increased by 151% year over year.

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Connecting systems for more personalized experiences

Spreadsheets can be helpful, but they are crippling to an organization's data because of the constant manual upkeep. Thanks to the seamless integration between GoFundMe Pro and Virtuous, a responsive nonprofit CRM, Atlas Free has a 360-degree view of its fundraising across every touchpoint.

> "The daily import process used to take hours of work and now with GoFundMe Pro and Virtuous, it is condensed down to ten minutes a day. Data entry is easy, and we are able to keep very detailed records of every fundraiser, donor, and interaction in our community.
>
> **Jake Fankhauser**
> CRM and Experience Manager

Recurring plan information surfaced in Virtuous CRM can provide more information about where a donor is on their supporter journey so the Atlas Free team can better steward them and make more informed asks. For

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With a holistic view of donor data, the Atlas Free team can more finely segment communications and explain the benefits of becoming a recurring donor.

- **Emails to current recurring donors** include a thank-you message for their support and an update on the impact of their gift.
- **Emails to non-recurring donors** include a message about the impact of a recurring donation.

> We use GoFundMe Pro to reach the furthest out donors and Virtuous to automate and create personalized experiences that pull these new donors into the fold as well as point them to our larger mission and how they can have an even bigger impact.
>
> **Jake Fankhauser**
> CRM and Experience Manager

Bringing intelligence into the fundraising strategy

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this option, as GoFundMe Pro testing throughout the 2024 giving season

showed an average donation revenue increase of 4.5% with Intelligent Ask Amounts.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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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

gofundmePRO™

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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

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Integrations Hub

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