Atlas Free®

Atlas Free enjoys a 43% conversion rate by combining storytelling and streamlined giving

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Nurture Atlas Free's new and existing supporter base and strengthen each donor's connection to the cause while going through a rebrand

Solution

GoFundMe Pro's comprehensive fundraising solution provides all of the tools Atlas Free needs to elevate its story, inspire giving, and expand its impact

"We are consistently taking advantage of new features and are keeping up with GoFundMe Pro's pace of innovation. That way, we can ensure the best experience for our supporters and our team."

– Jake Fankhauser, CRM and Experience Manager

Atlas Free is building a global movement, uniting funders, adventurers, and everyday people, to scale the fight against human trafficking. Since its founding in 2012, the nonprofit has impacted nearly 900,000 people through aftercare, prevention, outreach, awareness, and intervention programs.

Maintaining a seamless supporter experience while going through a rebrand

In 2022, Atlas Free went through a full rebrand: new name, logo, and colors that their team feels better represent their scaled mission. As their programs grew, they agreed that their name needed to change to reflect their growing impact.

> **❝** With GoFundMe Pro's campaign templates, we quickly updated hundreds of fundraising pages. These templates allowed us to ensure our supporters were as comfortable as possible during the transition.
>
> **Jake Fankhauser**
> CRM and Experience Manager

Engaging storytelling leads to faster transactions

Atlas Free found that most people who land on their GoFundMe Pro campaign pages have never engaged with their organization before. That makes it the perfect place to introduce themself with underline impact blocks and other storytelling tools. The team was an early adopter of embedded donation forms as well, both pop-up and inline, which simplify the transaction process and routinely see **2x the industry standard conversion rate.**

> **❝** Our main goal when rolling out embedded

also helped our website growth during the rebrand feel natural.

Jake Fankhauser
CRM and Experience Manager

To further the impact of their organization and increase donors' lifetime value (LTV), Atlas Free promotes its monthly recurring giving program, Team Freedom. Just $27 has the power to put a child in a safe home for a whole month. Plus, with the customization capabilities of GoFundMe Pro's embedded donation forms, it's easy to pair this narrative with a superior donation experience that allows donors to select amounts based on the beneficiaries' stories. All of this combined led to an increase in retention of these monthly supporters by 151% since 2021.

Recurring donation appeal with an inline embedded donation form

Taking advantage of all new GoFundMe Pro's features

Atlas Free utilizes a variety of GoFundMe Pro's donation and campaign types, including donation pages, embedded donation forms, peer-to-peer, crowdfunding, and fundraising events.

Atlas Free is always first in line to implement new GoFundMe Pro features

Coming up later this year, their team plans to implement GoFundMe Pro's new campaign builder, Campaign Studio, which will enable nonprofits to unleash their creativity and remove tech limits to make sharing their story on new campaign pages even easier.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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

Request a demo

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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

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