



# Austin Pets Alive! brought in 10% more donors YoY on Giving Tuesday with Studio

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challenge

## Solution

Studio's design flexibility and personalized support empowered Austin Pets Alive! to bring in 10% more donors year over year

“GoFundMe Pro’s support set us up for a successful Giving Tuesday. The team shared lots of design tips that we implemented, such as intelligent ask amounts, putting the donation form above the fold, and including a secondary call to action (CTA) for recurring donations on the Thank You page.”

– Li Martinez, Former Senior Philanthropy Communications Specialist

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# Creating an optimized Giving Tuesday campaign with Studio

Austin Pets Alive! was looking for a way to customize its campaigns even further this year. So when they saw the capabilities of Studio, GoFundMe Pro donation website builder, they knew they wanted to use it for Giving Tuesday to optimize the campaign to raise more money to support saving lives all year round.

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## Giving Tuesday campaign on Studio with Intelligent Ask Amounts

Studio functionality that Austin Pets Alive! took advantage of for its Giving Tuesday campaign:

- **Intelligent Ask Amounts** uses machine learning to predict the amount a donor will most likely give based on past giving history.
- An **above-the-fold donation form** keeps donors engaged during checkout, reducing the risk of donation abandonment.
- A secondary CTA on the customizable Thank You page to immediately

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**ff** We've been using Intelligent Ask Amounts, which can be a low-lift way to still offer some element of customization and personalization for our donors and make them feel like the ask is within their capacity to give.

**Li Martinez**

Former Senior Philanthropy Communications Specialist

All of this strategy paid off. On Giving Tuesday alone, Austin Pets Alive! **raised \$155,000**, brought in **10% more unique donors**, and had an **average gift amount 50% higher than the overall average**.

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# Empowering supporters to give forward on Instagram

With such an impressive social following (134,000+ followers on [Instagram](#) alone), Austin Pets Alive! is looking to maximize the channel its supporters interact with the most. [GoFundMe Pro's direct integration with Meta](#) empowers donors to not only give back but also give forward with dynamic social sharing tools, which will power more life-saving work throughout the year.

This integration will also make it easier for the Austin Pets Alive! team to track which donors are coming in through that particular channel since the donation checkout flow collects the same data as any other GoFundMe Pro donation form, a challenge many organizations have faced in the past on Instagram.

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Austin Pets Alive's Instagram post, one of its most popular social channels

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like Austin Pets Alive!

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**

**gofundme**PRO™



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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

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Collaborative

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