Avera ✛
Foundation

Avera Foundation increases online giving and grows supporters with GoFundMe Pro and Omatic

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Challenge

Gain a comprehensive understanding of donors' giving histories, identify supporters' propensities to give, and create more visually appealing donation pages that inspire people to take action

Solution

Adopt GoFundMe Pro and its seamless solution with Omatic to offer donors a more streamlined, personalized giving experience backed by data

"Without GoFundMe Pro, we wouldn't have been able to connect our mission and story, engage donors, or reach our fundraising goals."

– Elijah Bonde, Manager, Community Giving

The Avera Foundation provides meaningful opportunities to support health and healing in the upper Midwest, currently serving the states of South Dakota, Iowa, Minnesota, and Nebraska. Whether donor contributions come in the form of monetary gifts, supplies, or volunteer hours, the Avera Foundation uses them to their fullest to extend, enhance, and enrich the lives of those in their communities.

The power of an integrated tech stack

Ahead of the 2022 giving season, the Avera Foundation knew certain components of their tech stack weren't cutting it if they wanted to reach their ambitious fundraising goals.

Their top priority was to find a fundraising platform that allowed them to remain closely connected with supporters between events and campaigns and keep in steady contact with their community throughout the rest of the year. GoFundMe Pro made it easy for supporters to give, and Omatic, a tool that helps nonprofits solve integration and data import challenges

> **❝ We looked at other software, but for us, there wasn't a competition. It was always going to be GoFundMe Pro.**
>
> **Elijah Bonde**
> Manager, Community Giving

The biggest Giving Tuesday yet

Giving Tuesday is a pivotal day for nonprofit fundraising. To ensure they made the most of it, Avera created a dedicated Giving Tuesday 2022 fundraising page on GoFundMe Pro, customized to reflect their specific goals and unique audience. With only a few months on the platform under their belts, the Avera team was excited to launch their first major GoFundMe Pro campaign.

Avera built a GoFundMe Pro crowdfunding website to amplify its "A Gift That Grows" campaign theme, connecting donations with local women's and children's hospitals. Their emphasis on personal storytelling helped donors establish a deeper connection to the cause, inspiring new and existing supporters to contribute one-time and recurring gifts.

Post-Giving Tuesday, Omatic made it easy for Avera to follow up with donors through segmented communications based on individual donor behavior.

Giving Tuesday crowdfunding page

Learnings from Giving Tuesday

Avera is constantly iterating, taking the learnings from previous campaigns and implementing them into upcoming initiatives. From their Giving Tuesday campaign, the Avera team learned it's important to:

- Know your story and tell it on every page

- Get colorful and show off your branding

What used to require nearly 10 clicks to complete a donation now only

takes two or three with GoFundMe Pro. Donors feel like their time is being greatly valued and are less likely to drop off before completing a donation.

Applying learnings to an annual event

The Avera team then took their Giving Tuesday learnings and applied them to their biggest event of the year, Race Against Cancer. Utilizing GoFundMe Pro's fundraising event software, supporters could register for the race directly or cover the registration fee by fundraising on the organization's behalf. The results far surpassed expectations and have set a new standard for their events.

Race Against Cancer registration with fundraising page

Following the event, Avera has the tools to more easily connect and steward supporters, thanks to GoFundMe Pro and Omatic. The success of the Race Against Cancer event is clear evidence of how great tech can help you raise more to do more.

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Get results like Avera Foundation

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

Request a demo

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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™

SOLUTIONS

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

Campaign Templates

International Fundraising

Security & Scalability

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