



Baby2Baby acquired over 4,000 new donors in just six weeks with GoFundMe Pro's fundraising tools

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Solution

Using GoFundMe Pro's intuitive peer-to-peer fundraising tool, Baby2Baby was able to rally their community to fund essentials for children impacted by Maui wildfires

“We are grateful to have such passionate donors and ambassadors who care deeply about our mission. During a crisis or emergency, we tend to see an uptick in one-time and first-time donors, which really speaks to the ease of giving on GoFundMe Pro. Individuals are eager to support when they understand the need and how they can help.”

– Molly Baker, Senior Director of Development

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When a natural disaster strikes, children, especially those living in poverty, are often hit the hardest. Through [Baby2Baby](#)'s Disaster Relief and Emergency Response program, the organization provides basic essentials to children impacted by fires, floods, hurricanes, tornadoes, and other crisis situations.

Reaching new donors with peer-to-peer fundraising

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The team chose to use a peer-to-peer campaign to rally support from its community and reach a wider audience when the stakes were high and time was short. And it was worth it.

“ We were excited to use GoFundMe Pro’s peer-to-peer functionality because it was the first time we had a visual external-facing fundraising goal that we were tracking every day. We also leveraged impact blocks to help donors and fundraisers visualize their efforts and show how far a donation goes.

Molly Baker

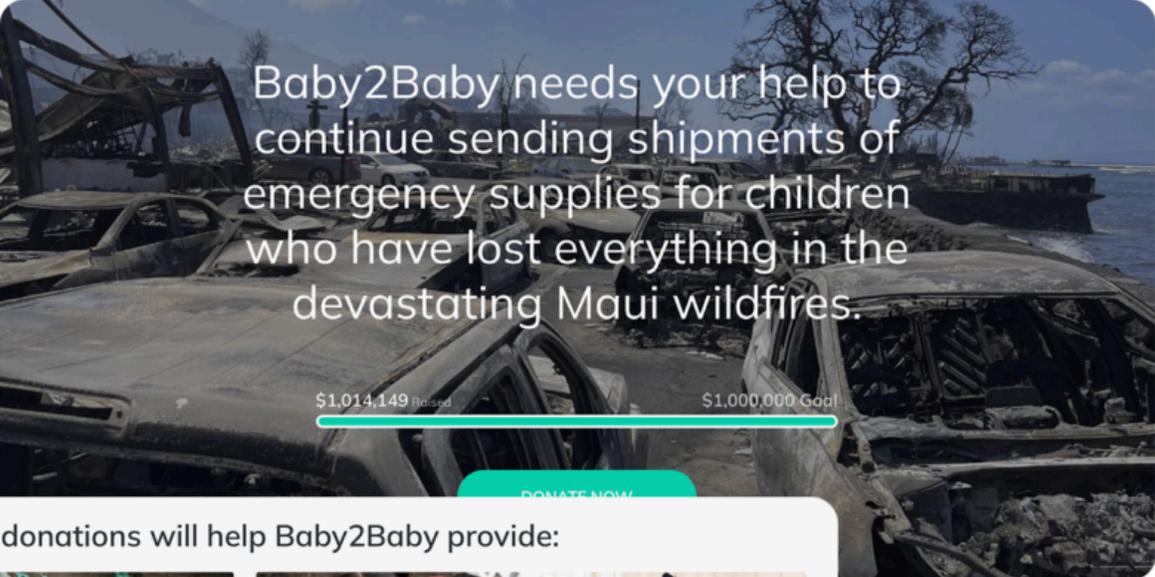
Senior Director of Development

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Baby2Baby needs your help to continue sending shipments of emergency supplies for children who have lost everything in the devastating Maui wildfires.

\$1,014,149 Raised \$1,000,000 Goal

[DONATE NOW](#)

Your donations will help Baby2Baby provide:



Diapers \$1,000

Every \$1000 raised helps provide a pallet of diapers



Hygiene Items \$2,000

Every \$2000 raised helps provide a pallet of hygiene items



Blankets \$3,000

Every \$3000 raised helps provide a pallet of blankets



Pack and Plays \$5,000

Every \$5000 raised helps provide a pallet of pack and plays.

Baby2Baby Maui wildfire fundraising campaign

Baby2Baby communicated the urgency of the campaign and encouraged its Board, celebrity angels, and database of supporters to donate or fundraise on their behalf. Supporters could quickly create their own peer-to-peer fundraising page on the go and appeal to their diverse networks with built-in social sharing capabilities. All media outreach, including PR, earned media, organic socials, and newsletters, also linked back to Baby2Baby’s GoFundMe Pro campaign.

These combined efforts brought in almost 4,500 donors, 92% of which were new to Baby2Baby. GoFundMe Pro nonprofit customers already see very high new donor acquisition rates, with 80% of donors to a peer-to-

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With the support of our donors, we have distributed diapers, formula, baby food, and clothing to children and families in Maui. Families affected by this tragedy are still recovering, and we are grateful to be able to provide continued support in 2024.

Molly Baker

Senior Director of Development



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GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like Baby2Baby

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



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