



BREASTCANCER • ORG

Breastcancer.org increased its median gift size by 10% with Studio

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).

Okay



[See Our Privacy Notice](#)





Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Create a compelling campaign for Breast Cancer Awareness Month to strike an emotional chord, connect supporters with its mission, and compel them to give

Solution

With Studio, Breastcancer.org built a visually appealing campaign for Breast Cancer Awareness Month that increased the median gift size by 10% year over year

“Our median gift size had plateaued, but since introducing intelligent ask amounts and donor-covered fees, we’ve finally moved the needle. In a very seamless and unobtrusive way, donors can make even more of a difference, and the ways to show support have really resonated with our supporters.”

– Lauren Hughes, Director of Development

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Breast Cancer Awareness Month match campaign on Studio

Every October, [Breastcancer.org](https://www.breastcancer.org) runs a campaign for Breast Cancer Awareness Month. This year, the team decided to test [Studio](#), GoFundMe Pro's donation website builder, which the team had success with throughout the year for several other match campaigns. The goal was to strike an emotional chord, connect supporters with its mission, and compel them to give.

With Studio's drag-and-drop functionality, dynamic building blocks, and overall design flexibility, the team was empowered to design a beautiful campaign without technical support. The campaign featured an

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Breastcancer.org's match campaign on Studio

 Being able to clearly show our story and offer

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

appealing campaign without the need for custom coding.

Joanna Pelizzoni

Development Communications Manager

At the end of the month, **the campaign raised over \$58,000**. Thanks to a matching gift from its Board of Directors, Breastcancer.org raised twice that amount. The campaign also saw an **18% increase in average gift size** and a **10% lift in median gift size year over year**, which the team attributes to implementing donor-covered fees and Intelligent Ask Amounts—an AI-powered tool that predicts donor behavior and suggests personalized asks.

Using Studio beyond fundraising campaigns

Because of the success the Breastcancer.org team has seen with Studio, they've followed the same script for the Giving Tuesday and year-end match campaigns. The platform's ease and user-friendliness have given the team the confidence and skills to create the exact experience they want for supporters.

Going beyond using Studio for just a donation website, the Breastcancer.org team utilized the campaign builder for its 2024 Impact Report and "Shop for a Cause" landing page, which connects people facing

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.



[See Our Privacy Notice](#)

“ Studio is so user-friendly that we brainstormed other ways we could utilize it. Our annual Impact Report used to take hours of development time to custom-code a landing page. Now I can create it in a few minutes, and it more adeptly matches our website and brand.

Joanna Pelizzoni

Development Communications Manager

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

“Shop for a Cause” landing page on Studio

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Get results like Breastcancer.org

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

[Request a demo](#)

Related Case Studies

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).

[See Our Privacy Notice](#)





Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

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

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

CONTACT

Contact Support

Demo

Pricing

Sign In

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

RESOURCES

Blog

Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

WHO WE SERVE

Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

[Terms of Service](#)

[Privacy Notice](#)

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our [Privacy Notice](#) and [Cookie Policy](#), and agree to our [Terms of Service](#).



[See Our Privacy Notice](#)