



# Brooklyn Public Library grew online revenue by 14% with GoFundMe Pro

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Find a comprehensive fundraising suite to support Brooklyn's 61 library branches and a myriad of programs

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## Solution

Selecting GoFundMe Pro as Brooklyn Public Library's fundraising software and partner to raise greater levels of funding and steward loyal donors

“GoFundMe Pro is the easiest tool for growing your recurring donor base and has helped BPL not only double the number of sustainers in one year but also has connected us with our supporters and created a lovely experience for them.”

– Lauren Arana, Chief Development Officer

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## Beyond a library; a community

The 126-year-old [Brooklyn Public Library](#) (BPL), the sixth largest library system in the U.S., encompasses 61 branches across the borough of Brooklyn. The library offers free resources and services like literacy programs, lectures, resume and career help, computer centers, teen internships, and more. It's an inclusive place anyone can go, no matter their age or background.

## A comprehensive fundraising suite to support BPL

About a year ago, the BPL development team started its search for a

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BPL chose GoFundMe Pro because it is an incredibly customizable and versatile platform that allows BPL to handle all kinds of online giving, including its [recurring donor program](#), one-time giving, and special events.

**“** We appreciate that GoFundMe Pro has been a comprehensive online fundraising suite that addresses so many of our needs.

**Lauren Arana**

Chief Development Officer

## Engaging supporters and meeting them where they are

In a library system as large as BPL, it's critical to provide donors the choice to support their local branch or the programs they most care about. With GoFundMe Pro's [program designation](#) feature, BPL can enable its supporters to choose exactly where their donation goes, making it easier for supporters to connect with the causes they care about.

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## Books Unbanned program designation

One tool in GoFundMe Pro's suite is a peer-to-peer campaign builder. BPL ran its first-ever peer-to-peer fundraising campaign on GoFundMe Pro last year and **raised 113% of its goal!**

**ff** We used GoFundMe Pro's peer-to-peer tool for a month-long campaign in which our local

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# program from our local millennial and Gen Z supporters.

## Lauren Arana

Chief Development Officer

BPL is very connected to its supporter base and has focused on growing its sustainer (recurring) donor program over the past year with GoFundMe Pro. With a multi-pronged approach that puts monthly giving front and center on most donation forms, BPL has seen a significant influx of monthly gifts.

The BPL team is looking forward to seeing the donations roll in on their new inline [embedded donation form](#) on the Books Unbanned landing page. The donation experience is streamlined and frictionless, reducing the number of steps to donate and bringing in an average of **2x more revenue**. It is truly a win-win for both the donor and BPL.

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Books Unbanned inline embedded donation form

## The future is bright for BPL

Just one year in with GoFundMe Pro, BPL has already made great strides, surpassing **\$1M raised on the platform**. And they're not slowing down anytime soon.

As the library continues to connect with the community, welcome patrons into their locations, and get supporters involved in virtual programs, they're also welcoming them to donate online through one of the various

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saves the BPL team time and makes it easier for supporters to contribute to their local library.

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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

[Request a demo](#)

## Related Case Studies

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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](#)

**gofundme**PRO™



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## SOLUTIONS

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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

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Story

Careers

Press & Media

Collaborative

## PLATFORM

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

## CONTACT

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Contact Support

Demo

Pricing

Sign In

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## RESOURCES

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Blog

Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

## WHO WE SERVE

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

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