



buildOn acquires over 150 new donors during its annual year-end fundraising challenge

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Empower supporters to deepen their support of the cause in a time-bound fundraising challenge

Solution

GoFundMe Pro's robust suite of fundraising tools empowered supporters to activate generosity across their communities, increasing both new donor acquisition and retention rates during year-end

“GoFundMe Pro makes it easy for us [buildOn] and our fundraisers to see real-time progress toward their fundraising goals.”

– Morgan Dickerson, Community Engagement Manager

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Scaling community fundraising with GoFundMe Pro's tech

buildOn has built a strong community of students, families, and corporations that support its mission through peer-to-peer fundraising. The goal is to fund the construction of schools, bring children back to the classroom, and support adult learners in eight of the world's economically poorest countries.

“ Peer-to-peer fundraising is such a powerful component of our fundraising strategy because it allows us to introduce thousands of people to the organization through hundreds of buildOn ambassadors. Each year,

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When a new peer-to-peer fundraiser is ready to get started, they create a GoFundMe Pro fundraising page and customize it with their own photos, stories, and updates. GoFundMe Pro tools make it easy, even for inexperienced fundraisers, to reach their goals. Progress bars help to show the goal and impact that a donation makes, and personalized links can be shared with family, friends, or fellow students to raise funds for a cause they care about.

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Individual fundraiser's page

Giving forward with a year-end match

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\$750 before the start of Match Day. Once fundraisers meet that goal, any

donation to an individual fundraising page will be matched up to \$500 when Match Day starts.

Whenever a donation is made, it is tracked in GoFundMe Pro's [Salesforce integration](#), thanks to the direct integration between the two platforms. The buildOn team can easily see who is eligible to participate in the Match Day and the team reviews both GoFundMe Pro and Salesforce reports to see what donations are coming through and when. This level of visibility enables the team to closely monitor campaign performance, allowing them to tailor communications and provide targeted support to help fundraisers reach their goals.

Last year, 35% more individuals met the \$750 fundraising minimum than the previous year, which qualified them for Match Day. Additionally, fundraisers raised \$30,000 in the first 5 minutes (enough to fund one school). Match Day has proven to be an effective acquisition tool, with 150+ unique donors on that day alone and hundreds more in the months leading up to it as supporters work to qualify.

So far, Match Day 2024 is already looking like it's going to surpass previous records, **tracking 75% ahead of where it was at the same time last year.**

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like buildOn

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

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Related Case Studies

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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

gofundmePRO™



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SOLUTIONS

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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

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