Go beyond traditional P2P with **community-powered fundraising**

Children's Cancer Research Fund increased donation volume on Giving Tuesday by 76% year-over-year with GoFundMe Pro

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Elevate Giving Tuesday fundraising beyond a standard year-end effort and maximize engagement across multiple channels

Solution

Create a highly branded, customized, and urgent Giving Tuesday campaign using GoFundMe Pro's Campaign Studio that significantly boosts donation volume and recurring gift acquisition

"One of the things that I've found over the years is, if you ask donors for $5, you'll get $5, whether or not the donor could've given $50. Intelligent Ask Amounts helps boost what people were willing to give."

– Katie Arcand, Marketing Cloud Manager

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*Based on 2024-2025 GoFundMe Pro data and CCRF-provided data

Creating a branded, urgent campaign experience

This was the first year that the Children's Cancer Research Fund (CCRF) created a dedicated campaign for Giving Tuesday, rather than incorporating it into its overall year-end campaign. The team chose to leverage GoFundMe Pro's Campaign Studio to create a unified, branded campaign and consolidate traffic from all channels, including paid media, email, SMS, and social media.

To encourage giving, the CCRF team customized its campaign to create a sense of urgency and connection:

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- **Embedded video:** A powerful, story-driven PSA video was embedded directly on the campaign, allowing donors to watch without being redirected to a new page.

- **Dynamic urgency:** The team tracked a visible progress bar throughout the day, increasing the goal at key points to sustain urgency and excitement.

> With Studio, I can customize the look and feel of the page and weave in rich storytelling that draws donors in and clearly shows the impact of their gift. Having everything on a single page is incredible because we don't lose momentum by sending them elsewhere to learn more or watch a video.

Katie Arcand
Marketing Cloud Manager

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Giving Tuesday campaign on GoFundMe Pro

Leveraging data to maximize returns

CCRF used the same Studio campaign across all channels, tracking performance with source codes and UTMs, which proved critical to their success. The result: CCRF **raised almost double the amount through email compared to previous years**, a success the team attributes to its compelling Studio campaign and strong analytics.

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year. Being able to have that data help shape our campaigns is incredibly powerful.

Katie Arcand
Marketing Cloud Manager

The team also implemented GoFundMe Pro's Intelligent Ask Amounts, which uses donor history to suggest personalized giving amounts. This helped CCRF increase contributions, including **more than doubling recurring gift acquisition year-over-year**. These conscious efforts led to a **76% increase in donation volume on Giving Tuesday** compared to the previous year.

Katie's GoFundMe Pro tips:

1. Utilize source codes and UTM parameters to track campaign performance and identify which channels are driving revenue. This data is essential for shaping future strategy.

2. Always check the mobile view of your campaigns to ensure that the most critical elements, such as the call-to-action, donation form, and progress bar, are visible above the fold and that the page flows intuitively for donors on their phones.

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Get results like Children's Cancer Research Fund

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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Live Events

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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

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Webinars

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Human Services

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