



# Christopher and Dana Reeve Foundation increased donation volume by 57% period over period on GoFundMe Pro

## 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](#)

## Solution

GoFundMe Pro's comprehensive fundraising suite and pace of innovation help accelerate the Christopher and Dana Reeve Foundation's growth

“I know this space is ever-evolving; therefore, it's always good to consider other options. However, my work is more streamlined now we are back on GoFundMe Pro. We would not have switched to a different platform if we could do it all over again.”

– Kelly Lamb, Development Manager, Team Reeve Endurance

### 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](#)

In the U.S., 1 in 50 people are living with paralysis. The [Christopher & Dana Reeve Foundation](#) was founded as the couple struggled to find resources to help their family find new normalcy after Christopher's spinal cord injury. The [National Paralysis Resource Center](#) focuses on the day-to-day challenges of living an independent and fulfilling life.

## Checking out the competition

In 2019, the Christopher and Dana Reeve Foundation decided to transition away from GoFundMe Pro to take a chance on another solution. Fast-forward to 2021, and they realized the solution had over-promised and under-delivered. Understanding GoFundMe Pro's potential, the Christopher and Dana Reeve Foundation was open to learning how the

### 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](#)

These developments, and those slated on the product roadmap, inspired their organization to rejoin the GoFundMe Pro community.

## Offering multiple ways to give

The Christopher and Dana Reeve Foundation prioritizes ease of transacting by offering multiple payment options like credit cards, ACH, and PayPal. With embedded donation forms, the appeals are simple, with clean layouts, concise text, and minimal required questions when checking out.



Donate today to advance SCI and paralysis research.

✓ One time

Monthly

Choose a **one-time** amount

\$500

\$100

\$50

\$25

USD ▾

\$ Other

Cover transaction fees 

Choose an amount

### In-line embedded donation form

## 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](#)

- [Donation websites](#)
- [Crowdfunding websites](#)
- [Online peer-to-peer fundraising](#)
- [Nonprofit event registration](#)

According to GoFundMe Pro's 2023 [State of Modern Philanthropy](#) report, supporters who engage with multiple campaign types are **4x more valuable** than supporters who participate in a single campaign.

## Expanding events and campaign capabilities

Now that the Christopher and Dana Reeve Foundation is back on GoFundMe Pro, they are excited about the new, innovative features being launched. Coming up, GoFundMe Pro is releasing a campaign builder called Campaign Studio, which will make creating visually appealing campaigns even faster and easier.

 What now takes me an hour to set up on GoFundMe Pro used to take days on our previous platform.

**Kelly Lamb**

### 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](#)

Foundation, and they plan to expand existing events across the country. By

utilizing Live Events, the team will be able to reach more donors via in-person, hybrid, and virtual events.

## 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](#)

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

[Request a demo](#)

## Related Case Studies



### 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™



## 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](#)

Your Privacy Choices

## 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](#)