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



City of Hope

# Walk for Hope fundraisers raised 145% more with City of Hope's mobile app

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Encourage Walk for Hope participants to take an active role in fundraising by providing them with simple, accessible tools to easily engage their networks

## Solution

Boost peer-to-peer fundraiser engagement and activation by leveraging GoFundMe Pro's fundraising events tool and integration with the Nuclavis mobile app

"It's important to meet our fundraisers in the channels they already use to communicate with their friends & family. GoFundMe Pro offered the APIs we needed to put the Walk for Hope fundraising tools in the palms of our participants' hands through a mobile app."

– Robyn Mendez, Associate Vice President, National Signature Events at City of Hope

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# Empowering event participants to become fundraisers

City of Hope's Walk for Hope is an annual fundraiser and walk event dedicated to making hope a reality for anyone touched by cancer, diabetes, and other life-threatening illnesses. After a hiatus since 2019, the event returned last year, expanding from a single in-person event to five events nationwide, plus a virtual event to reach even more supporters.

> "With so much changing, we knew we needed to be very intentional about keeping fundraising top-of-mind for our Walk for

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Associate Vice President, National Signature Events at City of Hope

As the event grew, so did the challenges. City of Hope needed a way to manage the increasing number of participants across different locations while making it simple for them to engage their networks and raise funds for their mission. To overcome this, City of Hope leveraged GoFundMe Pro's fundraising events platform to empower motivated individuals, enabling them to seamlessly register for events such as Walk for Hope and create peer-to-peer fundraising pages.

City of Hope partnered with Nuclavis to launch the Walk for Hope mobile app to act as an extension of the GoFundMe Pro platform and maximize participants' fundraising efforts on the go. Powered by APIs that pull in participants' fundraising information, fundraisers easily managed their GoFundMe Pro fundraising page, checked fundraising totals, and invited friends and family to donate or join their team via email, text message, social media, and personal QR codes.

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Walk for Hope mobile app

Mobile notifications alerted fundraisers to new donations, which allowed them to immediately thank donors. Participants also managed their fundraising pages and tracked progress from anywhere, right on their mobile devices.

> People spend a lot of time on their phones

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**Robyn Mendez**
Associate Vice President, National Signature Events at City of Hope

# Record-breaking success and ambitious goals for 2025's Walk for Hope

**In the 2024 Walk for Hope season, participants raised over $1.8M on GoFundMe Pro, 3,387 participants had active peer-to-peer fundraisers, and fundraisers who used the mobile app raised 145% more than those who didn't.**

> "City of Hope's success with peer-to-peer fundraising has been rooted in a true partnership approach. The integration with GoFundMe Pro has allowed us to streamline the participant experience, increase engagement, and focus on what matters most — connecting people to our mission. It's this kind of collaboration that leads to sustained growth and long-term impact.

**Kathy Kempff**

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text messages to help participants supercharge their fundraising efforts and connect with their networks.

> We were very happy with our mobile app and overall Walk for Hope fundraising results with GoFundMe Pro this year. We are already thinking about how to get the app into the hands of even more fundraisers in 2025!

**Robyn Mendez**
Associate Vice President, National Signature Events at City of Hope

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like City of Hope

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

Request a demo

## Related Case Studies

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**Stand Up To Cancer brings in thousands of donations from participating in C**

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**


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Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

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Careers

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