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



CONCERN worldwide US

# GoFundMe Pro's Salesforce integration helps Concern Worldwide US react quickly to emergencies

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Acting with agility when emergencies arise

## Solution:

With GoFundMe Pro and the Salesforce integration, Concern Worldwide US is able to respond quickly to emergencies like the earthquakes in Turkey and Syria

"Without GoFundMe Pro and the Salesforce integration, it would be a lot trickier to act with agility when emergencies do happen. **The fact that we have our online donation platform integrated directly with our CRM is invaluable.**"

– Lauren Hacker, Former Business Operations & Systems Manager

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Concern Worldwide US is an international humanitarian organization focused on eliminating extreme poverty. The organization has six program areas, ranging from emergency relief, like shelter, food, and psychological support, to life-saving aid for families experiencing hunger and malnutrition.

## Responding to emergencies in record time

When a humanitarian crisis like the earthquakes in Turkey and Syria occurs, the Concern team must act quickly. Using GoFundMe Pro, they created an emergency campaign in less than 15 minutes by duplicating a previous campaign and customizing the emergency details.

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Donation page for earthquake relief

For campaigns such as this, the team can add extra tracking capabilities like Google Analytics and GoFundMe Pro's source codes, and then import that traffic data into Salesforce. Pass-through parameters automatically populate a user's name, email address, and other personal details, making

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communicate personally, at scale. For example, the team can appeal to donors with pre-populated donation amounts based on their donation history and likelihood to give.

For an emergency like the earthquakes in Turkey and Syria, Concern has restricted funds that can be designated to the cause. The donor's information is captured in Salesforce and easily imported into Concern's financial management system.

> "When the earthquake happened, our major donor team came to me and said, 'Give me a list of everybody who has donated to these restricted campaign designations.' It's as easy as clicking a few buttons to get them the information they need as quickly as possible.
>
> **Lauren Hacker**
> Former Business Operations & Systems Manager

All of these systems work together to create a smooth donation experience so donors can give with confidence.

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> We hope that embedded donation forms will eliminate friction in the donor experience while improving conversion rates.

**Dan Rocklin**
Marketing Manager

In addition to embedded forms, the team is looking for new ways to increase recurring capture, which the Salesforce integration makes easier. This will include mapping the recurring donation object in Salesforce, tracking it, and dynamically targeting one-time donors while suppressing recurring or major donors from outreach.

Specific to emergency donations, donors are automatically added to Concern's CRM, then go through a series of seven emails over the first month of the earthquake emergency. Donors are then included in the general flow of communications. Coming up, the team plans to send out a dynamic email thanking them for donating and updating them on the impact they had on Concern's emergency response.

# GoFundMe Pro product features used

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# Get results like Concern Worldwide US

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

gofundmePRO™


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## 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

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