Dear Jack Foundation turned fans into repeat fundraisers and surpassed its goals 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.

See Our Privacy Notice

Nurture lasting relationships with peer-to-peer fundraisers, so they stay engaged, feel inspired, and come back year after year

Solution

Facilitate friendly competition among supporters with GoFundMe Pro's peer-to-peer fundraising platform, mobilizing Dear Jack Foundation to raise more year over year

"Back when we first started our foray into peer-to-peer fundraising, we needed a platform that gave us the ability to set up teams and to make it easy for them to fundraise on our behalf. GoFundMe Pro provided that for us."

– Susan Wandishin, Senior Director of Operations

*Based on 2025 GoFundMe Pro data and Dear Jack Foundation-provided data

Cultivating a loyal fundraising community

Dear Jack Foundation's annual *Raise Your Voice* peer-to-peer fundraising challenge has become a powerful source of support, heavily powered by repeat fundraisers. While many supporters initially connect with the organization through its founder, musician Andrew McMahon, *Raise Your Voice* has successfully transitioned many of them into dedicated mission advocates.

The strongest teams are often led by repeat fundraisers who return year after year, having been nurtured through Dear Jack's:

- **Focus on impact:** Dear Jack's team shares exactly where all fundraising dollars go, ensuring donors and fundraisers know how many wishes or retreats they have funded.

- **Powerful matches:** By securing matches in advance, the organization effectively rallied and inspired participation, a significant factor in helping fundraisers exceed their goals.

Centralizing competition and communication

GoFundMe Pro's peer-to-peer fundraising technology provides a one-stop shop for participants, offering a central hub that allows each individual and team to:

- **Create personalized pages:** Fundraisers can easily set up and customize their individual fundraising pages to tell their personal story.

- **Track progress:** Fundraisers can view their personal and team totals, as well as performance metrics, to track their progress toward their goal.

- **Engage in competition:** The leaderboard functionality lets fundraisers see how they measure up against other individuals and teams, fueling friendly competition that makes challenges so successful.

**❝ The ability to have a one-stop shop where

but all fundraisers.

Ryan Pettengill
Executive Director

18 teams participated in the *Raise Your Voice* challenge, and each individual fundraiser raised an average of $1,275, helping Dear Jack Foundation reach 109% of its goal. This incredible example of community fundraising will help:

- Grant more wishes through LifeList, which offers hope and support to young adults who are receiving treatment for a life-threatening cancer diagnosis.

- More young adult cancer survivors attend Breathe Now retreats, which provide a unique opportunity to heal through yoga, meditation, and therapeutic conversations.

Raise Your Voice fundraising challenge on GoFundMe Pro

Getting louder in 2026

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

*Results reflect Dear Jack Foundation's campaign strategy and may vary for other organizations.

Ryan's GoFundMe Pro tip:

1. Go beyond asking for money and provide your fundraisers with real stories of impact they can use in their own outreach. When they connect the act of fundraising to tangible outcomes, they feel valued, and the motivation to raise more is exponentially higher.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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

gofundmePRO™

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

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

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