



# Dell Children's Foundation raised 4x more year over year during Giving Season with Campaign Studio

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## Mission

To bring help, hope, and healing to children at Dell Children's Medical Center

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# Solution

Campaign Studio's storytelling capabilities and seamless giving experience helped Dell Children's Foundation raise 4x more year over year on their end-of-year campaign page

“Partnering with the GoFundMe Pro team has been transformative for the foundation. Their expertise and tools helped us build momentum and impact that continues to grow year after year. The results have been so inspiring and the Studio campaign functionality is so beneficial that we have now transitioned all campaigns to Studio.”

– Emily Wells, Senior Director of Strategy

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# From bold fundraising goals to big results

Dell Children's Foundation knew they wanted to make their end-of-year fundraising season different. After years of steady results, the team was ready to try something new and see what was possible.

Their strategy centered around storytelling and engagement. For the first time, the team launched a campaign using Campaign Studio, GoFundMe Pro's campaign builder, highlighting two patient stories: Joaquin's story on Giving Tuesday and Evie's during the final push to December 31st. Dynamic features like a progress bar and activity feed drove donor engagement, while a sponsor match added a sense of urgency and inspired even greater generosity.

To expand their reach on Giving Tuesday and leading up to December 31st,

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Fundraising goals even before the match. On their end of year campaign.

page, they raised 4x more year over year, saw a 51% increase in gifts, and received their highest average gift size to date—marking a record-breaking milestone and setting a new standard for success.

“ With Studio, we were able to bring our campaign to life in new ways. We set an ambitious public fundraising goal and showed our progress in real time. While we tried a variety of strategies, from matches to timely emails on Giving Tuesday and New Year’s Eve, we believe that Studio gave us the platform we needed to inspire generosity and help us reach our ambitious fundraising goals.

**Sandie Taylor**

Director of Digital

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**♥ Make a difference today!**

One-time     Monthly

Choose an amount to donate

\$25	\$50
\$100	\$500

USD    \$ 50.00

**Continue**

# Your Gift Makes 3X the Impact in Central Texas

\$271,620 raised of \$200,000 goal



Dell Children's Foundation is a 501(c)3 tax-exempt organization, and your donation is tax deductible within the guidelines of U.S. law. Please keep your receipt as your official record. We'll email it to you upon successful completion of your donation.

## Your gift will bring hope and healing to families like Evie's.

Thanks to the generosity of our friends at H-E-B, your gift will be **TRIPLED** to help kids like Evie get the care they need at Dell Children's.

When Jennifer and Jonathan Hayhurst welcomed their daughter Evie into the world, she was born at just 1lb 13oz, facing an uphill battle from day one. After 130 days in the NICU, Evie's family began a long journey filled with challenges, from navigating multiple diagnoses to building a brighter future for their determined, vibrant daughter.

Thanks to the compassionate care and innovative programs at Dell Children's, Evie is now a thriving 9-year-old who dreams of becoming a veterinarian. She paints, swims, and enjoys attending Camp in Motion, Dell Children's adaptive sports camp.



You have the power to make life-changing care and programs possible for children who need it most—right here at home.

### Activity

Add a comment...

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Year-end campaign on Studio with thank-you messages for each donation

Dell Children’s Foundation, which is part of the Ascension Texas Foundations, is gearing up for the upcoming giving season with exciting momentum. For the first time, all five Ascension Texas Foundations will be leveraging GoFundMe Pro to power their campaigns. They are also exploring the [new Giving Tuesday template](#), which will allow them to launch quickly with a pre-configured, fully optimized campaign.

In addition, all five hospital foundations will utilize [Intelligent Ask Amounts](#), which have been [proven to increase revenue by up to 7%](#), to tailor giving levels toward campaign goals, whether that is for monthly gifts, total revenue, conversion rate, or both. With these tools in place, the Dell Children’s Foundation is aiming not only to meet but to surpass last year’s impressive fundraising results.

“ I’m excited to see the other foundations achieve similar levels of success we’ve seen on GoFundMe Pro this Giving Season. With Intelligent Ask Amounts, we can set even more ambitious goals without adding extra work for our teams and keeping the giving

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## Sandie's GoFundMe Pro tips:

1. If you are using an activity feed, take the time to thank each donor individually. Tap on your colleagues or foundation staff who donors may personally know to help respond and diversify the workload. That personal touch helps build lasting relationships and can go a long way with your donors.

# GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like

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[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

**More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog**

**gofundme**PRO™



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## SOLUTIONS

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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

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Story

Careers

Press & Media

Collaborative

## PLATFORM

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

## CONTACT

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Demo

Pricing

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## RESOURCES

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Research

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## WHO WE SERVE

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

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