



# Direct Relief partners closely with GoFundMe Pro to boost their fundraising strategies and raise more, faster

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Quickly accept donations after an emergency arises to urgently provide aid where it's most needed

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## Solution

With GoFundMe Pro's fundraising platform, Direct Relief is able to create a new campaign or add a program designation to its main donation page and start raising funds in minutes following an emergency

“The folks at GoFundMe Pro have partnered with us in ways that go far above and beyond what we’ve experienced in the past. We feel empowered to make in-the-moment decisions, and our relationship has led us to have greater insights into our data and online donation activity than we’ve ever had before. It’s helped us identify opportunities to grow our overall fundraising activity further.”

– Steve Lange, Director of Web

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# Quickly raising funds when an emergency arises

When an emergency strikes somewhere in the world, [Direct Relief](#) contacts its partners on the ground to assess their immediate needs. The team then jumps into action to start fundraising and activate and mobilize support as quickly as possible.

After an internal conversation and based on the scope and magnitude of

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**ff** It might take **two minutes to add a new program designation** if I really took my time. This ability for donors to choose how they want their donation to be used is something we frequently take advantage of. If we decide to spin up a campaign page for an emergency response, it might take a non-technical person 10 minutes, **which proves how easy the GoFundMe Pro platform is to use.**

**Steve Lange**

Director of Web

When someone wants to donate immediately in response to an emergency, Direct Relief has made it easy to give directly on a mobile phone with digital wallets like PayPal, Venmo, Apple Pay, and Google Pay. In fact, digital wallets are such a popular choice they **make up almost 25% of Direct Relief's total donation volume on GoFundMe Pro.** Donors can check out faster, in fewer steps, and without spending time searching for their credit card, which leads to lower overall abandonment.

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## Multiple payment options on a Direct Relief donation page

Direct Relief has built a strong relationship with GoFundMe Pro that goes beyond product features and fundraising campaigns.

# A strategic partner, not just a vendor

The Direct Relief team always checks the transaction report, which shows all transactions processed through GoFundMe Pro to better understand how its various program designations are performing. The GoFundMe Pro team works closely with Direct Relief to help them glean further insights into their campaigns' performance and identify opportunities to improve their

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using [Studio](#), a flexible campaign builder that allows for an even faster

checkout process so that the donations can be used immediately to support where they're needed the most.

“ GoFundMe Pro’s active product development, openness to feedback, and close monitoring of performance help to optimize Direct Relief’s web presence for success. The knowledge of what GoFundMe Pro is building for the future and how we can be a part of it gives us confidence. **It’s easy to look ahead and see what we’ll want to pursue together.**”

**Steve Lange**  
Director of Web

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like Direct Relief

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

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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**

**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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