Direct Relief

Direct Relief tops 35% conversion rate by prioritizing donors and data

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Staying up-to-date on the latest data analytics trends while keeping donor experience top of mind

Solution

Alongside GoFundMe Pro's partner, Media Cause, Direct Relief set up Google Analytics Universal Analytics, Google Analytics 4 tracking, and implemented cookie consent banners on their website for deeper donor insight while still honoring donor data

"Donor intent and customer experience are at the forefront of Direct Relief's fundraising activities. We had struggled with outdated software and then realized GoFundMe Pro could do all of the things we were missing—both with peer-to-peer activities and the main donation page. When mobile wallets and honoring donor intent were standard with GoFundMe Pro, that was the clincher."

– Heather Bennett, Vice President, Community Engagement

Direct Relief's unique approach to fundraising

Founded in 1948, Direct Relief is a humanitarian organization that provides emergency medical assistance and disaster relief around the world. In December 2022, Forbes ranked it first in international charities and awarded a score of 100% for both charitable commitment and fundraising efficiency.

Direct Relief takes a unique approach to fundraising by not proactively

unique approach to fundraising, prioritizing donor experience, and staying data-driven.

When an outdated fundraising software wasn't cutting it anymore—enter, GoFundMe Pro

Direct Relief had been using another fundraising software for years until the platform stopped meeting its growing needs and the customization it required drained the team's time and resources.

At Direct Relief, 100% of donations go towards the programmatic activity of the donor's choosing such as global access to medicine, Ukraine Crisis Response, or U.S. storms and flooding. It's a promise the organization makes and keeps with donors. With GoFundMe Pro, this was possible with just a few clicks.

Putting donors first by being data-driven

Changing tech platforms can be daunting, but that was no problem for Direct Relief with the GoFundMe Pro team and network in its corner.

Direct Relief was introduced to Media Cause, a nonprofit marketing agency that worked diligently to set up Google Analytics Universal Analytics and Google Analytics 4 tracking prior to launching on GoFundMe Pro. Media

these tools, Direct Relief is able to more efficiently allocate online and staffing resources.

What's even more impressive is that Direct Relief has one of the **best average conversion rates on GoFundMe Pro at over 35%**! That is twice the rate of industry benchmarks.

Another project Media Cause has been helping Direct Relief with is implementing cookie consent banners on their website. Although this is not required for nonprofits, **Direct Relief feels strongly that its donors have a right to control their data.** In the same way that they honor donor intent, they also honor donor data.

All of this effort is to make the donation process easier because donors don't have a lot of time these days. If someone has made the effort to visit Direct Relief's donation page, then the experience should be as intuitive and easy to navigate as possible.

> ❝ Donors are doing good in the world through their support of Direct Relief. They deserve to be recognized for that and the process deserves to be easy. None of this work happens without them.

Steve Lange
Director of Web

As Direct Relief rounds out its first 7 months on GoFundMe Pro, they've already **raised $5.8M on the platform**.

Looking ahead, the team is doubling down on donor experience and building donor relationships. They even recently hired a Donor Experience Associate. Within her first few weeks using GoFundMe Pro, she was able to own the set up of new crowdfunding campaigns and employee giving pages as well as manage the designation drop downs for different emergencies.

In 2023, Direct Relief plans to expand its peer-to-peer fundraising program and set up more templates and pages on GoFundMe Pro to make the process even easier for their supporters.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like Direct Relief

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

Request a demo

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Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

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SOLUTIONS

Product Overview

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Recurring Giving

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Event Ticketing & Registration

Auctions & Mobile Bidding

Peer-to-Peer Fundraising

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

COMPANY

Story

Careers

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