DRESS FOR SUCCESS®
INDIANAPOLIS

Dress for Success Indianapolis eliminated hours of manual data entry with GoFundMe Pro's Live Events

Mission

To empower women to achieve economic independence by providing a network of support, professional attire, and the development tools to help women thrive in work and

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Reduce manual administrative work and improve the attendee experience at their signature annual event

Solution

With GoFundMe Pro's Live Events, Dress for Success automated guest management and CRM tracking, hosted 1,200 attendees, and exceeded fundraising targets by 19%

"GoFundMe Pro has been a game changer for a small organization like Dress for Success Indianapolis, as donations are integrated with our Salesforce CRM, eliminating hours of data entry, freeing up staff to instead focus on the women we serve."

– Julie Petr, Executive Director

Leveraging technology to enhance every event touchpoint

[Dress for Success Indianapolis](#) needed an events platform that could support its annual event from registration to Salesforce CRM tracking, while creating a meaningful and seamless attendee experience. [GoFundMe Pro's Live Events](#) checked all of their boxes, so the team went all-in for the 23rd annual Stepping Out In Style fundraising event, which included a reception, a high-energy fashion show featuring community leaders, a mission moment paddle raise, and an after-party.

Some of the Live Events features that Dress for Success Indianapolis utilized for Stepping Out In Style 2025 included:

- Pre-event registration

- Group registration, which was heavily utilized by the almost 90 sponsors

- Table and seating assignments

> **❝ GoFundMe Pro's Live Events has dramatically improved the way that we handle guest registration and communications for our annual fundraiser, Stepping Out In Style.**
>
> **Julie Petr**
> Executive Director

By the end of the night, 1,200 attendees had a blast AND surpassed critical fundraising goals—with total donation transactions up 19% year over year. Thanks to the seamless integration with Salesforce, all event donation information was tracked in real time, saving the team hours of manual data entry.

Ticketed event registration page on GoFundMe Pro

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Dress for Success Indianapolis

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

Request a demo

Related Case Studies

Success Story

Stand Up To Cancer brings in thousands of donations from participating in

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

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

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

RESOURCES

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Research & Cure

Food Banks

Human Services

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