



Feed My Starving Children sees 3x industry standard conversion rate with GoFundMe Pro

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Solution

Leverage GoFundMe Pro's comprehensive fundraising suite to host a variety of campaigns that elevate and amplify their story in ways that resonate

“The most valuable component in our partnership with GoFundMe Pro has been the fact that it actually feels like a partnership. **I wish every vendor we worked with could be like GoFundMe Pro.**”

– Tim Krueger, Digital Marketing & Analytics Manager

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Feed My Starving Children fights the overwhelming amount of malnutrition and undernutrition people are experiencing worldwide. The nonprofit transforms these critical issues into tangible stories to inspire a connection with the cause. They introduce the story of a real child to donors, reminding them one gift can feed a child.

Facilitating multiple ways to give

With GoFundMe Pro's comprehensive fundraising suite, which offers **multiple ways to give, customizable campaigns, segmented email appeals, and diversified payment options**, Feed My Starving Children is able to provide a great donor experience grounded in storytelling. By customizing the experience to align with donors' interests, providing clear impact statements, and presenting a seamless donation process, Feed My Starving Children has attracted and maintained a loyal donor base.

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whether it's a standard donation page or an embedded form. We're also heavily reliant on peer-to-peer fundraising. GoFundMe Pro has all of the tools that we need for successful fundraising.

Tim Krueger

Digital Marketing & Analytics Manager

GoFundMe Pro's embedded donation forms have increased conversion rates for Feed My Starving Children to 43% (nearly 3x the industry average) by removing friction from the donor experience. The donation form appears alongside a moving beneficiary story, urging quick action.

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Planning for the next 365 days with GoFundMe Pro in mind

In the past year, Feed My Starving Children has raised \$15.4M on GoFundMe Pro. And there's no stopping there. The nonprofit is planning its upcoming fundraising galas on [Live Events](#), GoFundMe Pro's event software, and will continue to use nearly every GoFundMe Pro feature to provide a unique and personalized experience for its donors.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Feed My Starving Children

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 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](#)

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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

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