



# Feeding San Diego's embedded donation forms top 44% conversion



## Mission

To connect every person facing hunger with nutritious meals by maximizing food rescue

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## Challenge

## Solution

GoFundMe Pro's embedded donation forms kept the donation forms succinct and visually cohesive across the Feeding San Diego website

“Embedded donation forms have been a game-changer to drive supporters to our website, with the option to give front and center on our homepage.”

– Carly Matsumoto, Senior Digital Marketing Manager

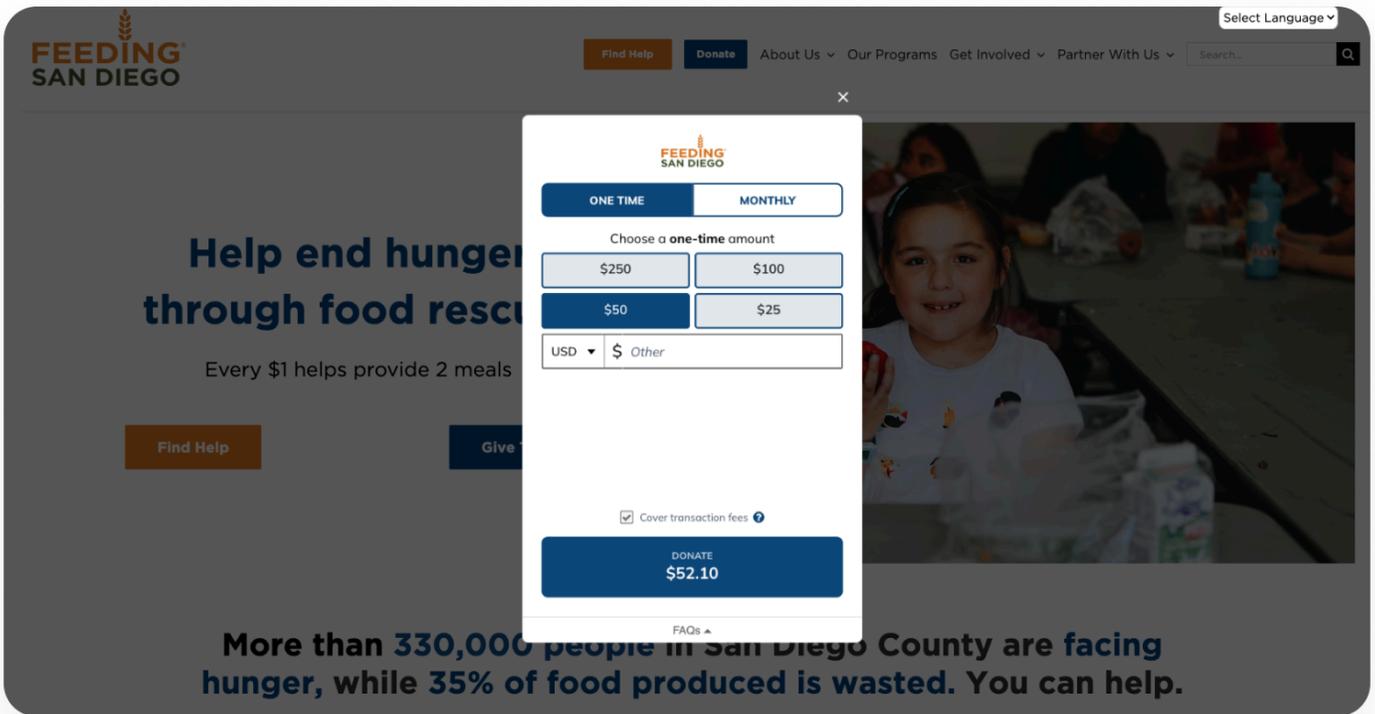
Feeding San Diego is a hunger-relief and food rescue nonprofit organization in San Diego County, California that focuses on rescuing high-quality, nutritious, surplus food from all types of food donors, such as farms and grocery stores. It works closely with community partners who distribute the food to people in need. Serving more than 35 million meals every year, Feeding San Diego is a lifeline for thousands of San Diego residents facing food insecurity.

Carly Matsumoto, Senior Digital Marketing Manager at Feeding San Diego, is responsible for leading digital strategy, direct response, email marketing, and website management, with an underlying focus on data analytics. Every day at Feeding San Diego is different for her, from interviewing clients to building a responsive fundraising campaign.

## **Prioritizing donor experience with embedded donation forms**

When it comes to generating awareness around its campaigns and inspiring donors to give, Feeding San Diego has an omni-channel approach, leveraging everything from TV, radio, digital advertising to organic social, email, direct mail, to local events. The goal is to destigmatize the issue of hunger, share the work the organization is doing, and inspire supporters to get involved.

Once a supporter reaches the Feeding San Diego website and clicks “Give Today,” they encounter an embedded donation form. This pop-up donation form streamlines the donation experience as the donor doesn’t need to go to another donation site or page to complete their donation.



Pop-up embedded donation form on the website homepage

Carly and her team prioritize the donor experience by keeping the donation forms succinct and visually cohesive across the Feeding San Diego website.

Feeding San Diego's most successful embedded donation form was on the Give Hope, Share Joy landing page. The page was converting so well that Carly and her team decided to drive all paid digital ads to that page.

## Optimized fundraising to fund its mission in 2023

Looking forward to 2023, Carly and Feeding San Diego plan to double down on their efforts with GoFundMe Pro and embedded donation forms, which is the feature the team is most excited about utilizing in the year ahead.

**“** The fundraising we accomplish with GoFundMe Pro’s help powers our work in ensuring children, families, and seniors in San Diego County have access to free, nutritious food.

**Carly Matsumoto**

Senior Digital Marketing Manager

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like Feeding San Diego

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

[Request a demo](#)

## Related Case Studies

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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](#)





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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

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