FOOD BANK
FOR NEW YORK CITY

Food Bank For NYC prioritizes storytelling to achieve a 52% retention rate

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Keep up with pandemic growth through improved acquisition and retention strategies

Solution

Combine PR and media efforts with GoFundMe Pro's comprehensive online fundraising tools to increase brand visibility and unlock higher donor and retention numbers

"Telling our story and getting it out there through our PR efforts has resulted in thousands of brand new donors finding us. With a multi-channel approach, the powerful storytelling brings them in the door, and the ease of giving on GoFundMe Pro drives donors to give."

– David Jones, Vice President for Fundraising Operations

[Food Bank For New York City](#) is NYC's largest hunger-relief organization, serving the city's five boroughs: the Bronx, Brooklyn, Manhattan, Queens, and Staten Island. For more than 40 years, the organization has provided 1.2 billion free meals to New Yorkers facing hunger.

Meeting donors where they are through modern fundraising

To establish deeper connections with today's modern donors, nonprofits need to meet them where they are, whether it's with friends, at events, online, or through physical mail. Food Bank For New York City understands this evolving dynamic between organizations and their donors. As a way to rally its local supporters, it launched the [5 Borough Challenge](#).

borough that gets crowned, but the 1.2 million New Yorkers the food bank serves.

5 Borough Challenge peer-to-peer fundraising page

According to GoFundMe Pro's 2023 State of Modern Philanthropy report, 80% of people who give to a peer-to-peer campaign are new to the organization, showing the potential of peer-to-peer fundraising as an effective acquisition tool. This year, the 5 Borough Challenge's goal is to raise one million meals for New Yorkers in need ahead of the holiday season.

creating connection because of the modern

tools that GoFundMe Pro offers. Especially for their 5 Borough Challenge that leverages GoFundMe Pro's P2P tools and enables New Yorkers to fight hunger in the borough they are most connected with.

Jenn Thompson
VP of Strategy at RKD Group

Telling a story that resonates with supporters

Early on in the pandemic, there was an overwhelming influx of new donors to the food bank. To keep up with the increased growth, Food Bank for NYC pivoted its typical acquisition strategy and invested its budget into public relations, media, social, and digital paid advertising. This shift brought a renewed focus on storytelling in a way the community resonated with, captivating new and returning supporters.

In 2022, the food bank:

- Ran ads in *The New York Times*, on subways, buses, and digital trucks

- Partnered with SHAPE's Women's Half Marathon

- Hosted repack events and ran an ad in Times Square

These efforts garnered millions of impressions and often included a QR code that linked to special GoFundMe Pro donation forms for donors to make a gift. The quick checkout process and multiple payment options made it easy for supporters to make a gift. **In the last year, Food Bank For New York City has enjoyed a 54% overall conversion rate–3x the industry standard!**

Earning donors' trust every day

We are entering a new era of giving, where there may be fewer donors, but their propensity to give is higher. Now more than ever, it is imperative to unlock the generosity of your most passionate supporters through genuine connections.

At the end of the day, donors all want the same thing: to know how their charitable support is impacting your mission. With a compelling story about what the organization is able to do with donor support and a suite of fundraising tools from GoFundMe Pro, organizations like Food Bank For New York City are earning donors' trust and engaging with them in meaningful ways that lead to greater support for the mission.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like
Food Bank For New York City

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

Request a demo

Related Case Studies

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

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

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