



# Girlstart increased donation volume by 22% YoY on GoFundMe Pro

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## Solution

Leverage GoFundMe Pro's peer-to-peer fundraising platform to extend its reach and raise more with the support of its donors

“Our results on GoFundMe Pro have truly been the turnkey that we needed in order to go from word of mouth to an amplified national organization.”

– Shane Woods, Executive Director

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Girlstart provides a year-round, intensive suite of STEM (science, technology, engineering, and mathematics) education programs for K-12 girls. By utilizing GoFundMe Pro's comprehensive fundraising platform, Girlstart can instill a high level of trust in its supporters by providing a streamlined donation process and showcasing the direct impact every dollar makes.

## Tapping into supporters' networks

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.** This shows the power and potential of peer-to-peer fundraising as an extremely effective acquisition tool. With GoFundMe Pro's peer-to-peer fundraising platform, Girlstart can tap into the networks of its supporters to inspire donations and help connect other young girls with a life-changing opportunity.

Girlstart has transformed its fundraising processes on GoFundMe Pro in an upward trajectory. A fundraiser that generated \$2,000 prior to GoFundMe

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**SEND A GIRL TO CAMP**

\$41,786 Raised      \$40,000 Goal

[BECOME A FUNDRAISER](#)      [DONATE NOW](#)

All gifts doubled up to \$5,000!

**April 18, 2023 UPDATE:** Because of your generosity, **the first \$5,000 match given by Silicon Labs, has been MET!** But wait – there's even **BETTER** news!

ANOTHER generous donor, a member of our National Board of Directors, has stepped forward to offer a **SECOND \$5,000 match!**

That means that, again, every donation to the Send a Girl to Camp campaign will be **DOUBLED**, dollar for dollar, up to \$5,000 starting today. Donate now and double your donation!

Become a peer-to-peer fundraiser campaign page

## Reaching more audiences to expand its mission

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 We're able to use every single element of the GoFundMe Pro platform to amplify our message in more sophisticated ways.

**Shane Woods**  
Executive Director

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like Girlstart

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**

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### Success Story

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

### Success Story

**More than 50% of donors gave multiple gifts in a single transaction through**



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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

## 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

## CONTACT

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Contact Support

Demo

Pricing

Sign In

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## RESOURCES

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Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

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