



God's Love We Deliver increased donation volume by 15% YoY with GoFundMe Pro and delivered 30% more meals

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Find a fundraising solution to make it easy for supporters to give, increase funds raised, and, in turn, feed more clients

Solution

GoFundMe Pro's comprehensive fundraising suite accelerates fundraising by streamlining giving, tapping into supporters' networks and understanding donor behavior

“At God’s Love We Deliver, we were looking for a tool that was turnkey for our team working on the campaigns day-to-day and our donors who are looking for a fast, efficient way to make an impact. GoFundMe Pro ticked all of our boxes.”

– Emmett Findley, Director of Marketing & Communications

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Table of contents

- [Finding a tool to accelerate fundraising](#)
- [Making giving faster with embedded donation forms](#)
- [Tapping into your supporters' networks with peer-to-peer fundraising](#)
- [Understanding unique donor behavior with customized reports](#)
- [Raising more dollars to deliver more meals](#)

Finding a tool to accelerate fundraising

For the tens of thousands of New Yorkers living with severe and chronic

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Because God's Love We Deliver relies on the generosity of their supporters to fund their mission, it was critical to find a technology partner that optimizes multiple facets of fundraising.

With GoFundMe Pro, the team now works more efficiently across all departments, saving much-needed time that can be put toward more mission-critical activities. Thanks to the centralized repository of information and tools on the GoFundMe Pro platform, any team member can find what they're looking for, whether it's building a corporate partner's donation page, planning an event, or looking for a report.

GoFundMe Pro's comprehensive fundraising suite empowers God's Love We Deliver to appeal to every type of supporter by giving them opportunities to engage and advocate on their terms. With several support options that match the organization's branding, individuals can choose a campaign type that reflects who they are as a supporter:

- [Donation websites](#)
- [Crowdfunding websites](#)
- [Peer-to-peer fundraising](#)
- [Fundraising events and ticketing](#)

 GoFundMe Pro is a big reason that we've had
the fundraising success we've had. We have

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Link to privacy

Not only did GoFundMe Pro help God's Love We Deliver streamline its back-end process and offer multiple ways to connect with supporters, the organization also leveraged the platform's simplified donor experience and wide selection of payment options, like credit cards, Venmo, and digital wallets. This led to not only an increase in the number of donors and conversion rate, it enabled the team to create more impact toward its mission. **God's Love We Deliver has accelerated its fundraising and, as a result, was able to grow from 30 million meals delivered to 35 million meals delivered in record time.**

Become the next success story

Making giving faster with embedded donation forms

God's Love We Deliver is constantly adopting GoFundMe Pro's newest features, one of which is **embedded donation forms**. Removing multiple steps to complete a donation without ever leaving the page removes friction from the entire giving experience, which is a win-win for God's Love We Deliver and its supporters. These forms routinely see 2x the industry

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“Everybody’s busy and wants to donate on their phone. GoFundMe Pro’s embedded donation forms allow people to do just that.”

Emmett Findley

Director of Marketing & Communications

Learn more about embedded donation forms

Tapping into your supporters’ networks with peer-to-peer fundraising

God’s Love We Deliver connects with the community throughout the year, hosting events where supporters can participate and fundraise on the side, asking friends and family to donate to their individual campaigns. Every dollar raised goes back to support God’s Love We Deliver’s mission and helps feed more neighbors.

GoFundMe Pro’s registration with fundraising campaign type makes it easy to host an event that incorporates peer-to-peer fundraising. According to

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ff We've seen a whopping **68% overall conversion rate for our peer-to-peer campaigns** thanks to the simplicity of GoFundMe Pro's capabilities that make it easy for anyone participating in our event to fundraise.

Emmett Findley

Director of Marketing & Communications

Learn more about peer-to-peer fundraising

Understanding unique donor behavior with customized reports

Creating campaigns and finding donors is one thing, but having the reporting to back it up—to **see who your donors are, where they are coming from, and how they're giving**—takes the guesswork out of **developing fundraising strategies**. God's Love We Deliver is a huge fan of

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post, or a blog. The team also uses pass-through parameters, which pre-select the estimated giving values in each campaign link to react to the behavior of their donors and offer a more streamlined checkout process.

“ In GoFundMe Pro, I can very easily see exactly who is giving, how they’re giving, and from where—all at my fingertips. It makes things faster for us so we can keep it moving and feed more people every day.

Emmett Findley

Director of Marketing & Communications

[Learn more about reports](#)

Unlocking generosity to feed more people with the help of GoFundMe Pro

God’s Love We Deliver is growing at an exponential rate. In the past year,

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“ We love that GoFundMe Pro is always rolling out new, innovative products that can take us to the next level. We’re excited to use Live Events for our annual gala this year and are constantly testing out new ideas so we can raise more and help feed more people.

Emmett Findley

Director of Marketing & Communications

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like God's Love We Deliver

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

gofundmePRO™



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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

Press & Media

Collaborative

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

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RESOURCES

Blog

Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

WHO WE SERVE

Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

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