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How The Greater Boston Food Bank increased Giving Tuesday revenue by 28% year-over-year

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Differentiate its Giving Tuesday appeal to engage donors during the biggest philanthropic period of the year

Solution

Adopt a data-driven campaign strategy based on proven best practices to successfully raise more on Giving Tuesday

"I love using source codes because I can see very quickly which emails are driving the most traffic, which elements in the email people were most engaging with, etc. It brings a good amount of insights from activity on the platform and helps inform our decisions and strategy."

– Mekea Harvey, Director of Marketing

Giving Tuesday results*:

*Based on 2024–2025 GoFundMe Pro data and GBFB-provided data

Differentiating a Giving Tuesday appeal

For The Greater Boston Food Bank (GBFB), Giving Tuesday was an opportunity to stand out during the busiest philanthropic period of the year. Recognizing that a basic "donate today" message and gift match were no longer enough to stand out, the team centered their campaign on a new program offering medically tailored food to clients, providing a concrete reason for donors to give.

Flexible testing leads to improved donor experience

As part of its giving season strategy, GBFB tested how Campaign Studio allowed for richer storytelling through personalized content sections and impact tiles. The team followed GoFundMe Pro's best practices, such as keeping the donation form and call-to-action above the fold, to deliver an optimized donation experience.

and a versatile campaign landing page is

incredibly valuable. That means we can spend more time focusing on the donor experience and give them an experience they are expecting.

Mekea Harvey
Director of Marketing

The GBFB team closely monitored donor behavior on Giving Tuesday, allowing for swift, data-driven pivots to maximize final-day revenue. **This resulted in a 28% increase in day-of revenue, an 11% increase in the average gift size year-over-year, and a 15% increase in gifts. For this campaign, over 80% of individuals who entered the checkout flow completed their transaction, indicating strong performance.**

Giving Tuesday campaign on GoFundMe Pro

Optimizing for impact to support hunger relief

GBFB's future plans are centered on continued experimentation and

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Additionally, GBFB plans to further integrate GoFundMe Pro's Giving Cart, which enables donors to select multiple items to support in a single checkout, essentially creating a philanthropic "shopping cart" experience. Given the increased public focus on hunger relief and federal nutrition programs like SNAP, GBFB is heads-down focused on bringing nutritious food to as many people as possible*.

*Results reflect The Greater Boston Food Bank's campaign strategy and may vary for other organizations.

Mekea's GoFundMe Pro tips:

1. Save time by using campaign templates and implementing GoFundMe Pro's source codes from the start to get granular insights into which channels are driving the most traffic.

2. Look into the entire transactional experience from a donor's perspective before launching a new campaign.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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The Greater Boston Food Bank

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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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