Go beyond traditional P2P with **community-powered fundraising**

Hillel International

Hillel set new records and raised $5.5M in four days during its annual Global Giving Week

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Activate fundraisers to support Jewish college students on campuses across the United States and Canada

Solution

With GoFundMe Pro's peer-to-peer fundraising technology and dedicated support, fundraisers raised $5.5 million during Global Giving Week and grew revenue by 27% year-over-year

"We really felt that peer-to-peer was a window that opened up a whole new avenue of participation and fundraising possibilities for each Hillel chapter. We are so grateful to have GoFundMe Pro to support our technology needs and help us achieve our fundraising goals."

– Rachael Fenton, Senior Director of Advancement Field Services

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Empowering fundraisers with GoFundMe Pro's peer-to-peer technology and expertise

Hillel International joined the GoFundMe Pro community in part for its powerful peer-to-peer fundraising tools and seamless user experience. One of the team's top priorities was making it as easy and user-friendly as possible for supporters to fundraise on behalf of the campus Hillels they love during Hillel Global Giving Week, which brings together boards, student groups, alumni, and the broader Jewish community to raise money for campus Hillels on college campuses across the United States and Canada.

During 2024's Hillel Global Giving Week, campuses saw 27% growth year

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what has been fondly called “GoFundMe Pro 101,” a recorded training session that gave campus Hillel staff and fundraisers a full tour of the platform’s capabilities and taught them how to design a personalized fundraising page that reflected the spirit of each campus Hillel chapter. After that, it was up to the individual campus Hillel chapters to take action and start fundraising.

> “Hillels that have decided that they really want to fundraise ambitiously have found it easy to understand and utilize GoFundMe Pro and its peer-to-peer fundraising capabilities. Those are the Hillels that have seen the most growth in their campaigns.
>
> **Rachael Fenton**
> Senior Director of Advancement Field Services

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A Hillel Global Giving Week peer-to-peer fundraiser

Growing direct giving with fundraising intelligence tools

In 2025, the Hillel International team is diving into GoFundMe Pro's newer functionality. They've started testing Studio (with positive results!) and Intelligent Ask Amounts to convert donors more efficiently, which has already eased the team's workload and increased donor conversion.

One other area the team wants to optimize is recurring giving. In 2025, the team is launching a two-week-long monthly giving campaign to acquire new recurring donors to grow their monthly giving community, called Hillel

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> I felt incredibly confident, having GoFundMe Pro as our fundraising platform, to manage the high gift volume we've seen over the past year and as we look to continue growing in the years ahead.

Alexie Lundeen
Senior Director, Philanthropic Planning and Services

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Hillel International

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

Request a demo

Related Case Studies

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

Success Story

Stand Up To Cancer brings in thousands of donations from participating in C

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Nonprofit Pages on GoFundMe

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