



GoFundMe Pro's Salesforce integration saves time and opens doors for HOPE Atlanta

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HOPE Atlanta needed a simple, scalable technology solution to address time-consuming, manual data entry

Solution

With GoFundMe Pro's Salesforce integration, HOPE Atlanta can send personalized communications based on donor insights

“GoFundMe Pro's Salesforce integration makes streamlining the data collection process very easy and also helps us identify high-value donors faster so we can prioritize our time when we have limited resources.”

– Katherine Welker, Former Senior Director of Development

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HOPE Atlanta aims to end homelessness and hunger in Atlanta and last year served over 230,000 meals and helped over 7,400 individuals with housing support.

HOPE Atlanta joined the GoFundMe Pro community in 2019, with growth as a top priority. That goal prompted the organization to adopt GoFundMe Pro's Salesforce integration, helping to optimize fundraising data, nurture donor relationships, and accelerate progress toward its mission.

Less time on data collection means more time for fundraising

Looking for a platform that offered a seamless integration with Salesforce, its existing CRM technology, HOPE Atlanta turned to GoFundMe Pro.

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Driving donor engagement with targeted messaging

In the past few months, the HOPE Atlanta team has been focused on building out its volunteer conversion strategy, which includes a targeted email series to individuals who have volunteered at one point in time. The email series is designed to convert a volunteer to a donor through personalized touchpoints that include a thank you, ways to engage, and appeals for donations sent over a specific time frame via the Salesforce integration.

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The team has also focused on building out major donor and mid-major donor pipelines and portfolios to better target their messaging. They have streamlined the process to receive alerts for gifts above a certain threshold that inform the leadership team to create stewardship and cultivation items.

Earning time back with GoFundMe Pro's integration creates more opportunities for HOPE Atlanta to connect with supporters, ultimately contributing to a **YoY increase in individual donor retention rates by 5.5%**.

What's next for HOPE Atlanta

HOPE Atlanta's strategic planning is resulting in the launch of several new initiatives that affirm its 120-year mission to address housing as a crucial basic need in the community.

The hours a day saved by using the Salesforce integration have opened doors of opportunity for HOPE Atlanta. In 2023, the team is focused on strengthening donor relationships, including building retention and engagement strategies, as well as stewarding donors.

 GoFundMe Pro's Salesforce integration is helping us get exactly where we want to be. We're not tech experts, but this integration

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GoFundMe Pro product features used

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Success Story

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

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 Catalog

gofundmePRO™



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