Resources

Case Studies   Webinars   Blog   🔍 Search

HOPE INTERNATIONAL

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

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Consolidate segmented giving initiatives onto a single, flexible platform to reduce friction and provide a modern giving experience

Solution

Adopt Giving Cart, GoFundMe Pro's flexible and intuitive donation experience, resulting in a significant increase in donor engagement

"Throughout our experience, GoFundMe Pro has been a great partner and, through consistent connection, has helped us continue to think through new ways that we can use the platform more effectively and look at our fundraising strategies through a new lens."

– Jeremy Denlinger, Digital Design Manager

*Based on 2025 GoFundMe Pro data

Streamlining the giving experience while increasing operational efficiency

Prior to GoFundMe Pro, HOPE International's giving initiatives were spread across multiple platforms, creating challenges like manually importing transactions into Salesforce. HOPE's goal was to find a solution that could holistically support all of its internal teams—from Development to Marketing and Events— on a single, unified platform. With GoFundMe Pro, they've achieved exactly that.

This unified approach empowered the HOPE team to apply a cohesive, modern giving experience to a long-standing campaign, the Gift Catalog.

tailoring, and shopkeeping. While the gifts are symbolic, they represent real change in the lives of those HOPE serves.

By adopting Giving Cart as part of its Gift Catalog campaign strategy, the HOPE team was able to:

- **Increase operational efficiency:** Transaction data was imported into Salesforce immediately.

- **Improve the donor experience:** The digital catalog was integrated onto a single platform, providing a more branded user journey.

- **Create a strategic design:** Thematic organization and clear storytelling helped explain HOPE's microfinance model and resonate with supporters.

> **"** We chose GoFundMe Pro because we wanted a unified platform that could both support giving, but also event registration, and not have to splinter those out or silo them. Giving Cart is all that combined in one campaign. Our supporters can give gifts, and their receipt is combined in one easy-to-use place along with our own reporting.

The biggest operational win for the HOPE International team was the seamless integration of their Gift Catalog campaign with their existing data processes. By consolidating their data flow onto the GoFundMe Pro platform, they reduced the need for manual segmentation and streamlined the process. This operational efficiency freed up staff time and provided a more immediate and accurate picture of donor activity, laying the foundation for significant improvements in donor engagement.

The Gift Catalog campaign resulted in more engaged donors, with 51% choosing to give multiple gifts in a single transaction—raising the average to 4.2 gifts per transaction. Not only are donors inspired to give in more ways when given the opportunity, but their donation amounts were 64% higher on average for donations with more than one item*.

*Results reflect HOPE International's campaign strategy and may vary for other organizations.

Gift Catalog campaign with Giving Cart

Jeremy's GoFundMe Pro tips:

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cohesive and logical experience for your supporters.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like HOPE International

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

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Related Case Studies

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

V Foundation for Cancer Research raised 10x year over year with the support of GoFundMe's live fundraising tools

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