



# Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

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## Solution

Leverage Campaign Studio's design flexibility to create a custom-branded and urgent Giving Tuesday campaign

“With Campaign Studio, we could quickly create our Giving Tuesday campaign and customize it exactly how we wanted without needing a developer to step in. That allowed our team to be more agile in our campaign creation and save us time waiting for input from other teams.”

– Amy Hurtado, Vice President, Marketing & Engagement

## Giving Tuesday 2025 results\*:

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\*Based on 2025 GoFundMe Pro data

# Using Campaign Studio for the first time on Giving Tuesday

Every year from November 1 through December 31, Joni and Friends runs a campaign to spread Christmas hope. Through this year-end campaign, donors can contribute \$250 to provide a pediatric wheelchair and a Bible in the recipient's language. Giving Tuesday, one of the most important philanthropic days of the year, falls right in the middle of the campaign.

In 2024, the team had just started testing and seeing early success with Campaign Studio—GoFundMe Pro's donation website builder. They decided to use it for their Giving Tuesday campaign, which, like the year-end Perfect Gift campaign, focused on the pediatric wheelchair, but introduced a unique individual's story to set it apart. A generous gift match featured on the Studio campaign page meant that every dollar raised that day would be doubled.

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2024 Giving Tuesday campaign on Campaign Studio

# Optimizing the donation flow from start to finish

When a supporter decided to make a gift, the Studio checkout process guided them through a few short steps and kept them on the same page. In addition, the Joni and Friends team mastered its donation follow-up strategy, which included personal touches and automated nudges that were easy to customize in Campaign Studio.

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**ff** We found that the match was a really powerful motivator, but the ease of giving was what really set this campaign apart and led to the amazing success that we saw on Giving Tuesday.

**Amy Hurtado**

Vice President, Marketing & Engagement

Due to the success of 2024's Giving Tuesday campaign, Joni and Friends went all-in with Campaign Studio, converting many standard donation pages into more visually appealing campaigns. Because of the design flexibility, campaigns can be created in-house without a designer. By duplicating a Studio campaign, the Joni and Friends team can create and customize it more quickly and easily while maintaining a consistent image and story across all channels.

## Creating a consistent giving experience with Campaign Studio

In 2025, the Joni and Friends team took a very similar approach to the previous year, but turned the Perfect Gift campaign into the Shine The Light campaign, which put a message of hope and spiritual care front and

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## 2025 Giving Tuesday campaign on Campaign Studio

Joni and Friends demonstrated a thoughtful and strategic approach to its Giving Tuesday campaign by optimizing the donor experience from start to finish. This included:

- **Mobile-first design** that ensured an optimal experience on all devices
- **Offering donors the option to cover fees** so the full gift amount went directly to the Joni and Friends mission
- A **sticky donate button** that followed visitors on the campaign page to

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over-year growth was also reflected in donors' engagement, with 24% more gifts and a 10% increase in conversion from the previous year\*.

\*Results reflect the campaign strategy of Joni and Friends and may vary for other organizations.

**ff** Using source codes reduces the need for multiple campaigns and captures critical channel data, helping teams understand donor origins and make smarter decisions over time.

**Amy Hurtado**

Vice President, Marketing & Engagement

## On the cusp of a major milestone

Joni and Friends is gearing up to celebrate the delivery of its 250,000th wheelchair in the spring. This milestone will be promoted through real-time storytelling on social media and celebrated at major donor events. This success underscores their unique, holistic approach to care, which includes custom-fitting every wheelchair and connecting recipients to local church communities through the [Wheels for the World program](#).

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identifying which channels donors are coming from, which helps influence future decisions.

2. Pay attention to and continuously improve the donor experience on mobile. Adding a sticky donate button that drops donors directly into the checkout flow was critical for our success.

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like Joni and Friends

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## Related Case Studies

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### Success Story

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

### Success Story

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

### 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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## SOLUTIONS

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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

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Story

Careers

Press & Media

Collaborative

## PLATFORM

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

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