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

Kansas City Pet Project's gala raised $150K above its stretch goal with GoFundMe Pro's Live Events

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Support the growing number of unhoused animals in Kansas City

Solution

Leverage GoFundMe Pro's event software, Live Events, to host its 10th-anniversary fundraising gala in direct support of its mission

"We wanted to build a partnership with GoFundMe Pro to really maximize what we're trying to accomplish and to support our mission through the resources that GoFundMe Pro provides."

– Stephanie Sullens, Former Chief Development Officer

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Founded in 2012, Kansas City Pet Project (KC Pet Project) is dedicated to housing pets and helping pet families in need during times of crisis.

Building a long-term partnership with GoFundMe Pro

Three years after it opened its doors, KC Pet Project adopted GoFundMe Pro to help strengthen and diversify its fundraising. The nonprofit had an urgent need for a streamlined fundraising tool that offered various campaign types, including fundraising events.

After seeing the incredible value of GoFundMe Pro, the KC Pet Project team decided to ditch the array of platforms they were previously leveraging and commit to GoFundMe Pro's comprehensive suite. This

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In 2022, KC Pet Project wanted to celebrate its 10-year anniversary by throwing its first-ever gala on a grand scale. Around that same time, GoFundMe Pro's online event tool, Live Events, was released. Without hesitation, the KC Pet Project team knew this tool would be critical to executing the event they envisioned.

The team utilized a number of Live Events' features, including:

- Ticketing
- Event check-in
- Live silent auction
- Mobile bidding
- Messaging and reminders sent via email and text
- And more!

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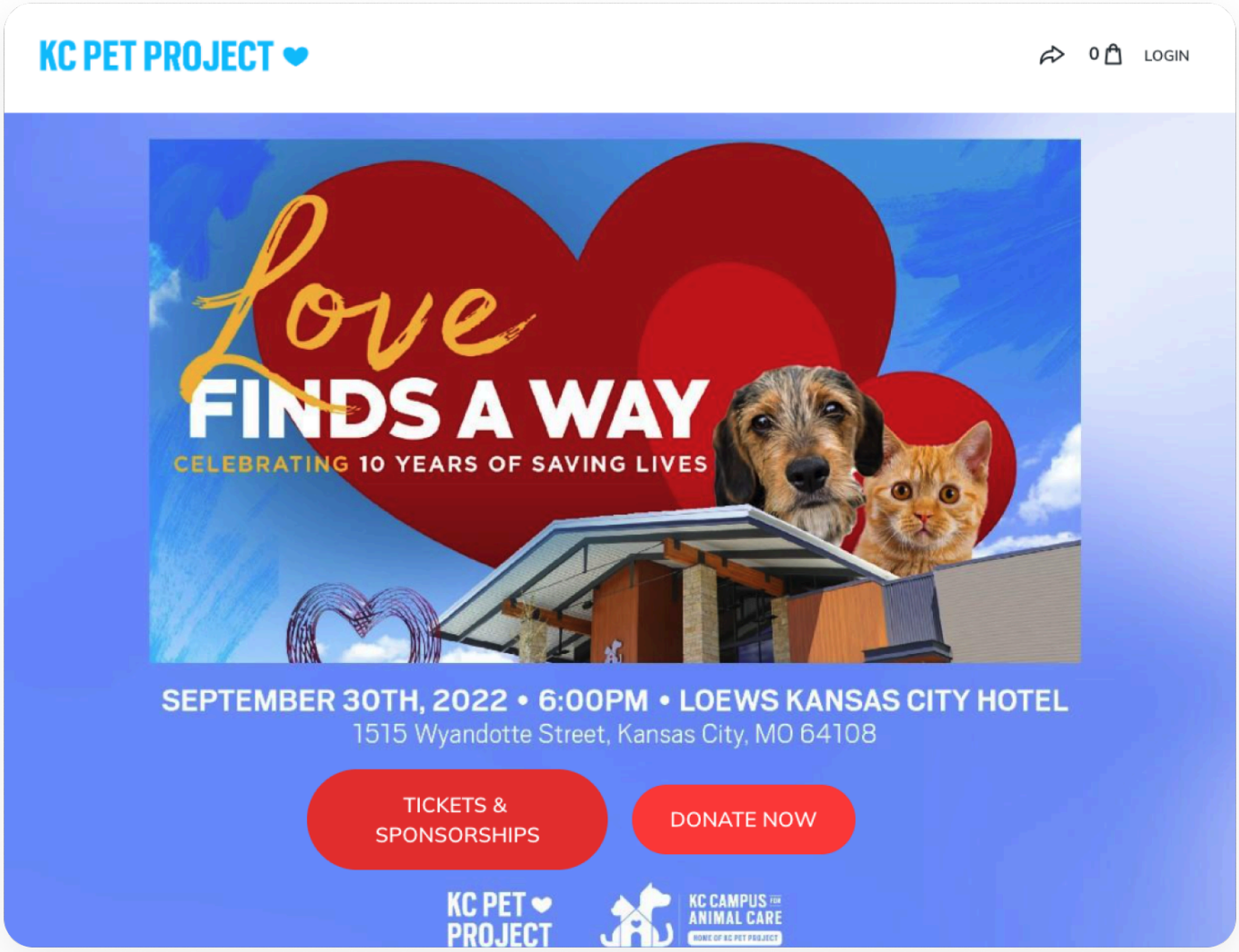

Event registration page

The event drew in 450 in-person attendees, including the Kansas City mayor and Missouri governor. **All 94 auction items were sold (which raised $20k alone), and the event raised $150k above its stretch goal!**

According to the *2023 State of Modern Philanthropy* report, the average Live Events revenue per donor over the course of a year is $1,258. KC Pet

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Following along with GoFundMe Pro's rate of innovation

KC Pet Project has always raised a hand to participate in the beta testing of new GoFundMe Pro features. They also recommend ideas that could improve their day-to-day work, and the GoFundMe Pro team takes that feedback into account when planning the product roadmap.

> When a new GoFundMe Pro feature is rolled out, I take my time to learn about it and think if there's a way for it to be beneficial to my organization. GoFundMe Pro is the number one tool I invest my time into because I genuinely feel that every new feature is based on feedback from customers.
>
> **Stephanie Sullens**
> Former Chief Development Officer

The team is in early talks about its next gala after seeing such success last year and is thinking of other events to use Live Events. In the meantime, they're prepping for Giving Tuesday, coming up at the end of November. They're going to launch their first embedded donation form for this annual

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GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like

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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

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

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Donation Pages

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Giving Cart

Live Events

Event Ticketing & Registration

Auctions & Mobile Bidding

Peer-to-Peer Fundraising

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

COMPANY

Story

Careers

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

CONTACT

Contact Support

Demo

Pricing

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