



How Karam Foundation uses community-building to acquire and retain recurring donors

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Meet donors in their preferred communication channels and deepen connections to the mission to create lifelong supporters

Solution

Partner with GoFundMe Pro to create a community for recurring donors built on storytelling, connection, and experience

“Our recurring giving program was made possible by GoFundMe Pro, and it has revolutionized our fundraising. GoFundMe Pro’s platform makes it simple and straightforward. Donors can choose the frequency of their gifts, creating more points of entry for donors new to the concept of recurring giving.”

– Annie Lazarski, Annual Fund Lead

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Karam Foundation plans to set 10,000 Syrian refugee youth and adults on the pathway to leadership by 2028 through its interconnected programs: Karam Families, Innovative Education, and Karam Scholars.

A multi-channel approach to connect with donors

When a first-time supporter makes a donation, Karam activates a multi-pronged, personalized outreach strategy that spans email newsletters, social media, one-on-one emails, phone calls, and direct mail. Through a segmented approach, Karam's goal is to meet supporters through their preferred communication channels.

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nonprofit's work. So, Karam built a recurring_giving community called The Journey.

☰ KARAM

DONATE

THE JOURNEY

The Journey starts here.

The Journey is a monthly giving program with 100% of every dollar supporting Syrian refugee Leaders in Turkey, Jordan, and the United States.

Join The Journey

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automating donors' monthly acts of generosity with their preferred

payment method, donors no longer have to remember to make a gift each month.

“ As a small nonprofit, we focus on developing sustainable income streams. Each month, we receive a significant portion of reliable funds through recurring donors. We want to normalize recurring giving because it’s the way true change happens.

Annie Lazarski

Annual Fund Lead

Simplified giving with embedded donation forms

In an effort to remove barriers to donating, Karam layered an embedded donation form over a powerful video on its website homepage, demonstrating the organization’s work with young Syrian refugees and offering one-time and monthly gift options. Visitors are immediately greeted with the simplest way to contribute a donation while simultaneously inviting them into Karam’s story.

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to remove as many barriers as possible. We now have an embedded donation form on our homepage and plan to add them on more web pages in the future since we've seen such positive results so far with first-time donors.

Annie Lazarski

Annual Fund Lead

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Karam Foundation

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

[Request a demo](#)

Related Case Studies



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

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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

Story

Careers

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

Federated Accounts

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Contact Support

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Pricing

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