



Kesem streamlined its giving process with embedded donation forms

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Solution

GoFundMe Pro's embedded donation forms and Double the Donation gift matching streamline the donation process and bring in higher donations

“With GoFundMe Pro's embedded donation forms, we can capture and convert donors much faster, and with employer matching, we can double the impact of those gifts.”

– Bree Turner, Senior Manager of Team Kesem and Development Operations

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Kesem supports children who have a parent with a cancer diagnosis or have lost a parent to cancer. It offers free programs and services, including its flagship summer camp, Camp Kesem, offered by the more than 130 Kesem chapters at colleges across the country. The Kesem community ensures that the children never feel alone.

Bree Turner is the Senior Manager of Team Kesem and Development Operations at Kesem, overseeing all data operations between Kesem, GoFundMe Pro, Double the Donation, and Salesforce. She also manages Team Kesem, which brings individuals together to participate in endurance events and fundraise for their cause.

Making donating easier with embedded donation forms

Bree and team wanted a way to streamline the donation process on the Kesem website. Starting from Giving Tuesday 2022, a pop-up donation form was implemented on the Kesem homepage.

With a pop-up donation form, supporters don't need to leave the Kesem website to donate.

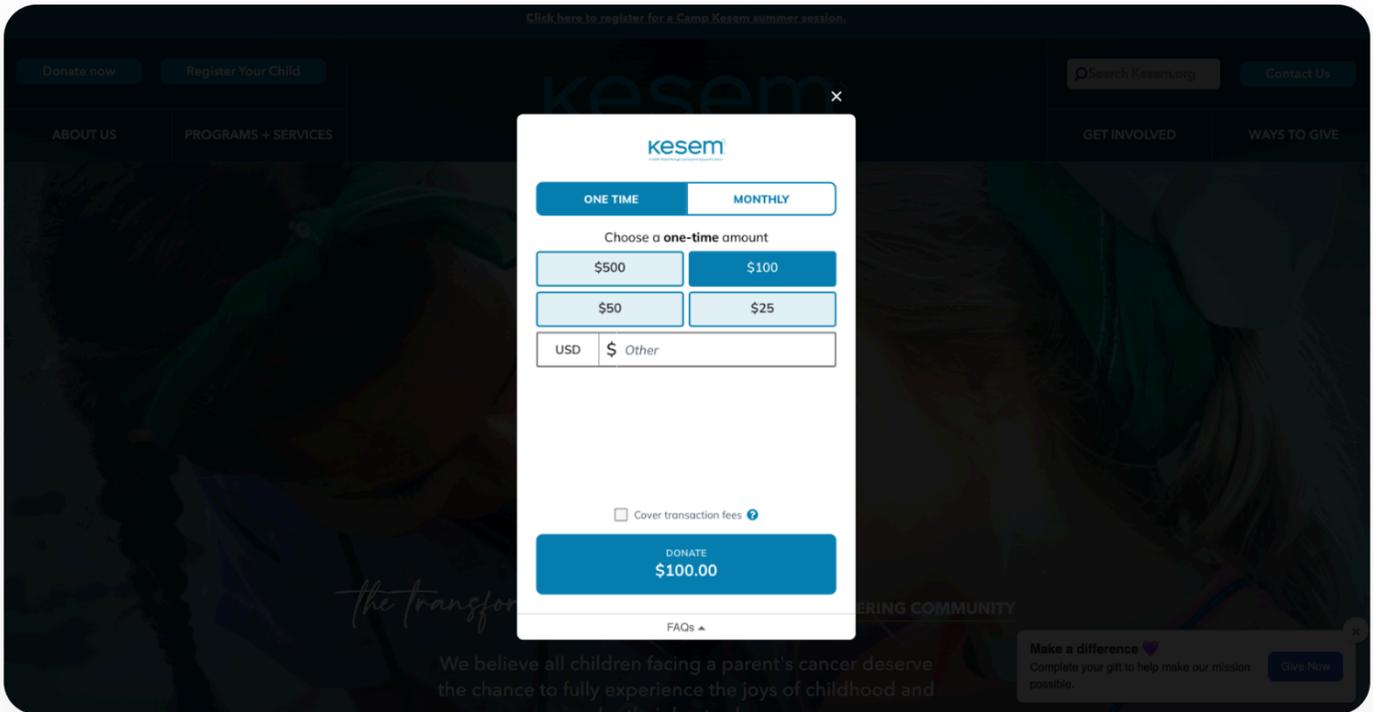
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Giving Tuesday to year-end compared to the same period the previous year.



Pop-up embedded donation form on the website homepage

To further their impact, Kesem has integrated Double the Donation's 360MatchPro on its main donation page. Supporters can identify if their employer supports matching, then the automated solution scans its database to determine matching gift eligibility and drives matching gift requests to completion.

This is done all without disrupting the standard fundraising flow and has led to greater matching gift revenue without any increased operational

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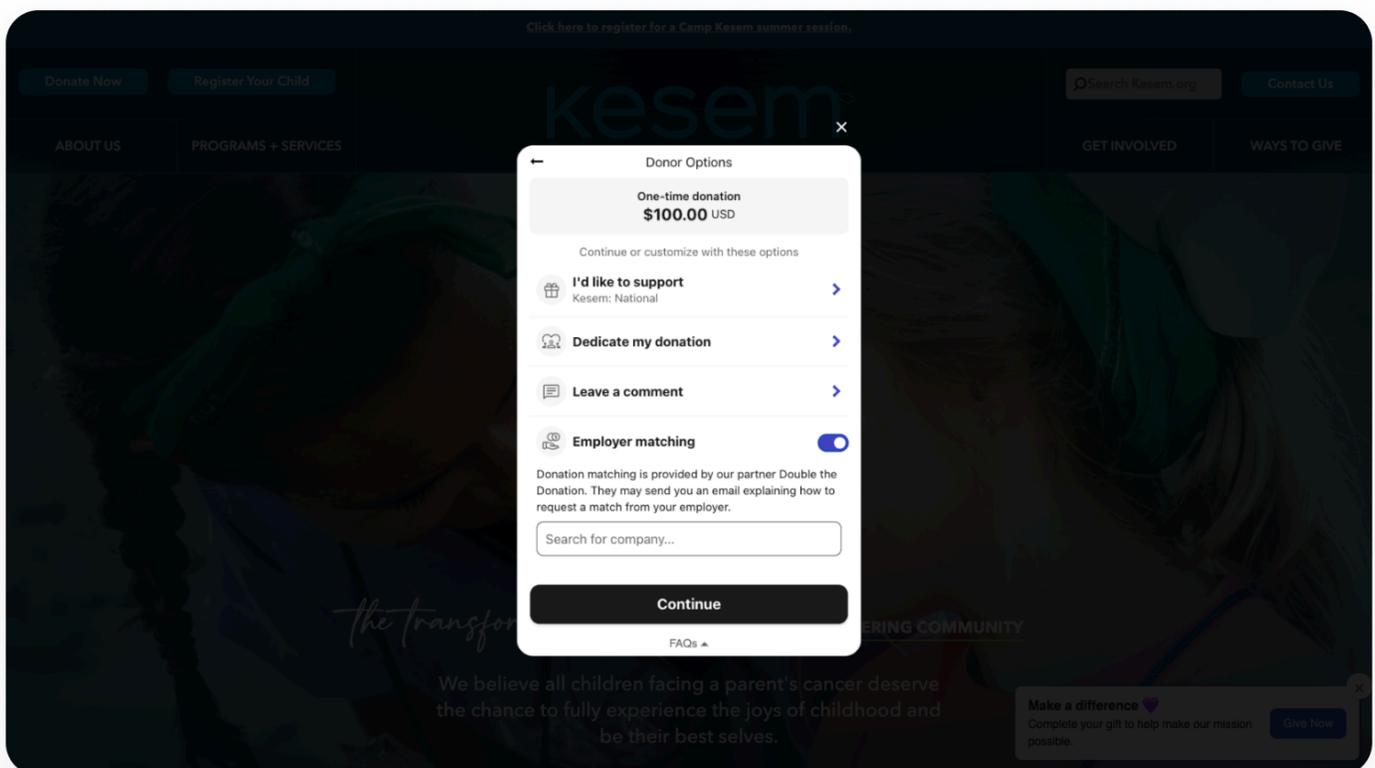
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Kesem is constantly improving its giving strategy to increase its impact and total donation revenue. This coming year, they plan to double down on employer matching through Double the Donation and GoFundMe Pro's embedded donation forms.

They will also utilize additional donation form features to increase donation volume, such as abandoned cart notifications which encourage donors to complete their donation and recurring giving nudges to boost sustained giving.



Double the Donation employer matching option

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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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Peer-to-Peer Fundraising

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Nonprofit Pages on GoFundMe

Impact Creator Tools

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Collaborative

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GoFundMe Pay

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