



Children's Health



# Lucile Packard Foundation raised 44% more on Giving Tuesday with Studio

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## Solution

Studio's storytelling capabilities and seamless giving experience helped the Lucile Packard Foundation raise 44% more year over year

“Studio was an obvious choice for us, especially because it is backed by extensive research and testing. We felt confident in our decision to convert our standard donation pages to Studio, and we are very pleased with the results and overall performance so far.”

– Lynne Chiu, Associate Director, Digital Fundraising

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# Embracing Studio for continued fundraising growth

Lucile Packard Foundation for Children's Health is a constant early tester and champion of GoFundMe Pro's latest tools. Already familiar and impressed with GoFundMe Pro's other campaign types, the Lucile Packard Foundation team is always on the lookout for ways to improve and innovate. When Studio was released, the team eagerly raised their hands to start testing.

After the initial success with Studio throughout the year, including their evergreen donation forms, a Mother's Day campaign, and a back-to-school campaign, the Lucile Packard Foundation decided to use the donation website builder for its Giving Tuesday campaign.

## Telling a unified story on Giving Tuesday

In previous years, the Lucile Packard Foundation team noticed an opportunity to increase engagement and conversion by creating a

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outreach and marketing efforts led to the Studio campaign so that the storytelling and campaign theme were front and center.

**“** We want to honor our Patient Heroes, their stories, and their families. Studio allows us to align with our brand and gives us flexibility in storytelling, which is very important to us, in a way that’s seamless across our direct marketing campaigns.

**Lynne Chiu**

Associate Director, Digital Fundraising

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## Giving Tuesday campaign on Studio

With Studio, the team could tell a more detailed story of Mikayla, who received a heart transplant and continues to receive care at Lucile Packard Children's Hospital Stanford, resonating with supporters who want to make a difference for kids and families seen at Packard Children's. By keeping the call to action above the fold, the team received feedback that the donation process was fast, seamless, and intuitive; it was clear what action

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tell a story and drive donations on a single

page, so we're not getting drop-off from people who don't click through to the donation form from a traditional landing page.

**Lynne Chiu**

Associate Director, Digital Fundraising

This thoughtful strategy and storytelling effort paid off. **On Giving Tuesday, the Lucile Packard Foundation raised 44% more year over year and saw a 44% higher average gift amount than the overall average for the year.**

## Fully optimizing its website donation forms with Embedded Studio

After doing some general website user testing, the team is excited to test and implement new tools to make the giving process faster and easier for donors. Its current embedded donation forms have already seen higher average gifts than in years past. Still, the team is excited to test the fully optimized Embedded Studio form — with faster flexible checkout and more flexible design elements — and replace any standard donation forms with ones that are converting higher.

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synthesize that feedback and see what adjustments we can make with Embedded Studio to make an already strong giving experience even more personalized.

**Lynne Chiu**

Associate Director, Digital Fundraising

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# GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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## Get results like Lucile Packard Foundation

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

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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

**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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## 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

Federated Accounts

## CONTACT

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Demo

Pricing

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## RESOURCES

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Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

## WHO WE SERVE

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

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