Lutheran Hour Ministries' fiscal year-end campaign grew by 14% YoY with GoFundMe Pro

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Find a fundraising solution that allows the organization to manage and amplify all their campaigns in one place and effectively communicate all ministry activities across multiple channels

Solution

Lutheran Hour Ministries saved countless hours and reached fundraising milestones faster with GoFundMe Pro's fundraising platform and seamless integration with Salesforce

"GoFundMe Pro has been an asset to our organization. Our giving pages created within GoFundMe Pro are more compelling and share our story with our donors in a personal way. This has caused our support to increase and more Gospel-centered work to be done at LHM."

– Emily Ott, Digital Fundraising Specialist

One year ago, <u>Lutheran Hour Ministries</u> (LHM) found GoFundMe Pro after searching for a new online donation platform to help amplify their fundraising efforts. With GoFundMe Pro's comprehensive suite of fundraising tools, the LHM team can now create visually appealing campaigns, offer donors <u>new ways to pay</u> like Venmo and digital wallets with the option to cover fees, and allow data to flow into Salesforce automatically.

Donors can now give exactly how they want with less abandonment and the LHM team can seamlessly manage fundraising efforts and get deeper insight into donor behavior. **This led to a 9% increase in online giving year over year and a 14% increase during the fiscal year-end campaign.**

Using Studio to raise more for a new funding

CONNECT initiative fundraising page on Studio

For more evergreen fundraising opportunities, LHM has established a consistent campaign creation process that works across multiple channels.

Streamlining donation page creation with templates and source codes

As a media ministry, LHM uses many different channels to reach its audience, including its website, radio, podcasts, email, events, and social media. It also has a call center for supporters who want to speak to a real person when making a gift. All of these channels link back to a single GoFundMe Pro

> **"** We are constantly testing new ideas and improving our campaigns, which can get messy when it comes to tracking. With GoFundMe Pro, we can create one donation page and use source codes. That way, everything is funneled to one page, and we can tell exactly where the gifts are coming from.

Emily Ott
Digital Fundraising Specialist

With **templates, LHM can spend more time writing compelling content and storytelling** instead of hours creating individual campaigns and making sure the settings match in the backend. Regardless of the donation page, when someone makes a donation, that data is immediately sent from GoFundMe Pro to Salesforce.

> **"** We showcase our faith on every GoFundMe Pro page that our donor interacts with. They know they are giving to the mission and can

Now, LHM has all of the tools it has been wanting to create beautiful, compelling campaigns in minutes and reach supporters wherever they are.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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

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

gofundme PRO

SOLUTIONS

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

Story

Careers

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

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GoFundMe Intelligence

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