Massachusetts General Hospital
Founding Member, Mass General Brigham

Massachusetts General Hospital's fundraising community raised $7M in one year

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Challenge

Connect grateful patient families with community fundraising opportunities

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Solution

Empower community fundraising with GoFundMe Pro's comprehensive fundraising suite to drive higher fundraiser engagement and donation volume

"We want to make it as easy as possible to fundraise for us. GoFundMe Pro enables our supporters to make all of the choices when creating a fundraising page. My team can easily jump in and adjust a fundraising page if needed."

– Leslie Ruchala, Director, Third Party Fundraising

[Massachusetts General Hospital](#) is the largest teaching hospital of Harvard Medical School, training the next generation of leaders in science and medicine. It is the third-oldest general hospital in the United States.

GoFundMe Pro's comprehensive fundraising suite empowers supporters to fundraise their way

Mass General relies on several fundraising channels to grow giving each year. In particular, the team has leveraged [GoFundMe Pro's comprehensive fundraising suite](#) to drive its community fundraising initiatives. What differentiates their approach is that the organization itself doesn't organize or manage any particular campaign. Instead, it offers GoFundMe Pro as a self-service option for third parties to easily fundraise on behalf of

- Donation pages

- Peer-to-peer fundraising

- Crowdfunding websites

- Registration with fundraising

- Ticketed events

Start a community fundraiser

At M___ C___, d 100% of ___ d___ ___ d___ th___ b___fit th___

Thanks to GoFundMe Pro's secure and reliable online payment solution, GoFundMe Pay, Mass General has full visibility of donations and can allocate funds accordingly. It also offers multiple payment options like Venmo, ACH, and wire transfers, so the ease of giving is recognized by donors and fundraisers alike.

Building a fundraising community with grateful patients

Many community fundraisers start as patients or family members of patients at Mass General. These individuals have often gone through life-changing circumstances and are looking for ways to give back and say thank you for the care they received.

The hospital has three programs for grateful patients to participate in and raise money independently: Community Fundraising, Mass General Marathon Team, and Mass General Cancer Center Eversource 5k Run-Walk.

The future growth of community fundraising

Mass General is looking to focus on how to engage younger generations and create a better system within its database to segment and send targeted messaging to help the program grow. So far, the impressive growth Mass General has seen has been organic, without much of a need for marketing campaigns.

The big-picture focus going forward is a strategy Mass General calls "win the building," meaning raising awareness for the fundraising program with hospital staff and faculty who are the first to form relationships with future fundraisers. By proactively marketing community fundraising, Mass General can form more meaningful connections with fundraisers and have high hopes in meeting an ambitious goal of $10M in revenue by 2026.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like Massachusetts General Hospital

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

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

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

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