



Meals on Wheels Diablo Region raised 54% more year over year with Studio

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challenge

Solution

Saved time using a Campaign Studio template for Giving Tuesday and enhance the giving experience through personalized features like Impact Tiles and Intelligent Ask Amounts

“We knew we wanted to create compelling campaigns but we were short on time and design expertise. Using the Campaign Studio template saved us so much time; we were able to quickly add the content we needed and concentrate on fundraising and social media marketing.”

– Michelle Hayward, Development Manager

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Surpassing fundraising goals on Giving Tuesday

Ahead of the year-end giving season, the Meals on Wheels Diablo Region (MOWDR) team was very interested in upgrading to Studio for the first time due to its design flexibility. Then, they received an email from GoFundMe Pro with an offer that was too good to refuse. The GoFundMe Pro team would pre-build a campaign with Studio that could be used for year-end fundraising, a critical fundraising period.* The MOWDR team was

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GoFundMe Pro Campaign Studio templates

Once the team received the campaign, they started personalizing it with

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FF For donors looking at our Giving Tuesday campaign, whether it's a returning donor or a first-time donor, they can get a good snapshot of what we do based on the functionality Studio gives us.

Skylar Schaefer

Communications Manager

On Giving Tuesday, MOWDR **raised 54% more year over year** with its first Studio campaign. The average gift size **increased by 13% year over year** with the help of Intelligent Ask Amounts.

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For year-round appeals, MOWDR is planning to utilize one of the four distinct Studio templates offered in GoFundMe Pro's [campaign catalog](#). The templates are pre-optimized to inspire ways to utilize Studio and accelerate campaign creation so the team can activate quickly.

Utilizing all of the tools that GoFundMe Pro offers

The MOWDR team is always looking for new ways to leverage GoFundMe Pro, implement the latest product enhancements, and open up new on-ramps to giving. To stay up-to-date on all things GoFundMe Pro, the MOWDR team prioritized attending virtual training sessions and webinars, reading resources in GoFundMe Pro Academy, and utilizing the [Support Center](#). MOWDR's Development Manager Michelle Hayward found the in-app Help function especially useful, saying, "The GoFundMe Pro team is always super responsive and helpful with any questions we have."

They're most excited that they've been able to:

- Easily create donation pages that can be customized for any type of appeal.
- Increase the number of their fundraising campaigns and understand how each performs with source code tracking.
- Tailor each donation page to its intended audience or channel, such as QR codes that invite supporters to give online right from a direct

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ff We aimed to maximize the use of all of GoFundMe Pro's features, and we identified the ones we weren't using. We want to make sure we are utilizing every tool that we can to make the donation process as easy as possible. There are so many ways of reaching donors, we knew we were missing out if we didn't enable them.

Michelle Hayward
Development Manager

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Meals on Wheels Diablo Region

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Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio

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

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

COMPANY

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Press & Media

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GoFundMe Pay

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