



# Walk/Run fundraisers raise 4x more on MMRF's mobile app

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Empower individuals to not only participate in Walk/Run events but get even more involved by becoming a fundraiser

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## Solution

Increase engagement and activation for peer-to-peer fundraisers with the help of GoFundMe Pro's fundraising events tool and integration to the Nuclavis white-labeled mobile app

“We run dozens of events per year, and it can be complex to manage participants and fundraisers. With GoFundMe Pro, we can easily track all of our registrants, and anyone who wants to fundraise can create an individual page and tap into their own networks.”

– Marianne Andrews, Senior Director, Events & Partnerships at MMRF

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# The power of community fundraising

With 25 years of groundbreaking research that advances potentially lifesaving treatments, MMRF and its supporters continue to move the search for a cure forward. Whether you're a patient, caregiver, family, friend, neighbor, or donor, the [Multiple Myeloma Research Foundation \(MMRF\)](#) finds ways to engage every supporter, bringing them together to rally around their cause.

Through a variety of local [events](#) like Walk/Runs to bingo nights, art auctions, and educational programs, MMRF provides meaningful ways to engage advocates and build a community of support. This, along with powerful storytelling that lets supporters hear first-hand stories of the impact of MMRF, has created a passionate group of individuals who are not only donors, but fundraisers for the mission.

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### **MMRF Walk/Run community fundraising event**

MMRF uses GoFundMe Pro's fundraising events platform to make it easy for these impassioned individuals to not only register for an event like a Walk/Run, but to create their own peer-to-peer fundraising page to share with their networks.

**MMRF has seen an incredible turnout of supporters, with 46% of Walk/Run participants also fundraising, 13% higher than the industry standard!**

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branded mobile app that empowers Walk/Run fundraisers to maximize their efforts and stay connected on the go. In the app, every fundraiser can quickly send a link to their GoFundMe Pro fundraising page to friends and family via email or text message, post on social media, or even share a QR code. As donations come in, fundraisers can use the app to see who donated and send a pre-written thank-you note, text, or social post.

The mobile app, “MMRF Events”, acts as an extension of the GoFundMe Pro platform, using APIs to pull in participants’ fundraising information so they can check their fundraising totals, manage their fundraising pages, and receive notifications when new donations come in.



**MMRF events app**

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With such fantastic initial success, the focus for 2024 will be increasing the number of Walk/Run fundraisers and expanding the app to Marathon participants. One donation and one step at a time, MMRF is getting closer to a cure for each and every multiple myeloma patient.

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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## Get results like

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

[Request a demo](#)

## 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](#)

**gofundme**PRO™



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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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Events

Research

Help Center

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

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