



NAMI's paid search and social ads bring in a 52% increase in gifts YoY

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Solution

Establish a trusted partnership with GoFundMe Pro and Revunami to help NAMI reach their fundraising goals

“One of the reasons we switched to GoFundMe Pro was because it offered donors a more streamlined experience; no more clicking through multiple pages to complete a gift. The fields on the donation page are clear, making it easy for our donors to contribute. Since switching to GoFundMe Pro, the number of questions we've received on how to make a gift has gone down significantly.”

– Kelly Pavelich, Senior Donor Communications Manager

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The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI consists of a network of more than 650 local affiliates and 49 state organizations that work to raise awareness and provide support and education to those in need.

A streamlined donation experience with GoFundMe Pro

NAMI found GoFundMe Pro in 2018 while looking for a tool to make the giving process as easy and straightforward as possible. Their team wanted donors to be able to support NAMI's mission without obstacles, confusion

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Almost four years ago, NAMI partnered with [Revunami](#), a strategic consulting firm that leverages digital technology to help organizations increase their revenue and see a measurable return on their investment. They collaborated on [NAMIWalks](#) with the goal of attracting more participants.

Given the success of the program, NAMI decided to partner with Revunami on all digital marketing efforts and fundraising campaigns.

“ Revunami has brought increased awareness to our campaigns, funneling people who may be interested in NAMI to our resources and GoFundMe Pro donation pages.

Kelly Pavelich

Senior Donor Communications Manager

Ads are a critical acquisition tool for NAMI. What began as a relatively small effort, consisting of paid ads for specific campaigns on platforms like Facebook, Google, Instagram, and Bing, has grown to include evergreen search ads, which saw a **4.8x return throughout the year, jumping to 9x at year-end**. NAMI also added a biannual sustainer campaign, which brought in **355 new donations** from paid search and social ads.

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More donations = more resources to support mental health

NAMI recently added [GoFundMe Pay](#) payment options to their donation pages, giving donors the option to contribute through PayPal, Venmo, and ACH. **Since the transition to GoFundMe Pay four months ago, NAMI has raised \$256,000, with 82% of the donors being new to the organization.**

NAMI has several goals for the coming years to help meet the growing demand for mental health support, including providing more resources and expanding the NAMI HelpLine hours. The NAMI team is also staying up to date on [donor trends](#) to better understand today's donors' behaviors and preferences and craft world-class experiences that align with those opportunities.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like NAMI

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](#)

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](#)

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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

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