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National Civil Rights Museum increased average gift size by 62% year over year with Intelligent Ask Amounts

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Capture donors' attention and increase donations during the busiest time of the year

Solution

With GoFundMe Pro's Intelligent Ask Amounts, the National Civil Rights Museum increased the average gift size on December 31st by 62%

"Obviously, there are a ton of factors that contributed to the increase in average gift size, but I do think that GoFundMe Pro's continuing improvements, including Intelligent Ask Amounts, were a major contributing factor."

– Andrew Mathewes, Former Senior Director, Development

Increasing average gift size with GoFundMe Pro's Intelligent Ask Amounts

The National Civil Rights Museum (NCRM) upgraded its campaign on GoFundMe Pro's Studio platform to maximize fundraising throughout December, including GivingTuesday and year-end giving—two of the biggest philanthropic days of the year.

To optimize results, the NCRM team activated Intelligent Ask Amounts, a feature that predicts the most likely donation amount for each supporter based on factors like past giving history, location, device, and time of day. The campaign also leveraged impact tiles to showcase special sponsor opportunities and included a matching gift from a Memphis Grizzlies NBA player, further incentivizing donations.

Year-end campaign with Intelligent Ask Amounts on Studio

In December, total gifts increased by 23%, and average gift size grew by 62% on December 31st. The NCRM team is confident that Intelligent Ask Amounts played a big part.

These impressive results with Intelligent Ask Amounts are not an anomaly. This growth trend continued on Martin Luther King Jr. Day when NCRM saw a **116% increase in the average donation size year over year**.

Using Studio's suite of tools to make giving easier and bring more donors into the fold

While NCRM's core mission is centered on Black history year-round, this

❝ I have nothing but good things to say about Studio. Our experience has been really positive and the transition has been so easy thanks to the drag-and-drop functionality and design flexibility. Our incredible results so far speak for themselves, and we're excited for the evolution of Studio to come.

Andrew Mathewes
Former Senior Director, Development

With the long-term project of moving its website to another CMS wrapping up, NCRM is excited to start using Embedded Studio for its main donate button. This enables donors to complete the checkout experience without leaving the page, and the team is excited to make the online giving process faster and easier for donors.

Example of Embedded Studio

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like National Civil Rights Museum

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