



Occidental College launched GoFundMe Pro ahead of schedule and raised 35% more YoY

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Successfully launch its first campaign on GoFundMe Pro and start collecting donations within an ambitious timeline

Solution

GoFundMe Pro's onboarding support enabled Occidental College to transition to a new platform, start accepting donations two weeks earlier than anticipated, and raise more

“With an ambitious timeline, we knew we needed to rely on an industry leader like GoFundMe Pro for online giving that would deliver a robust toolkit of UI/UX features and a user-friendly design canvas to launch our first campaign. It's not every day that you are ahead of schedule and I think that speaks to the project management and training support we received as well as the platform capabilities and ease of use.”

– Natalie Greenhouse, Senior Director of Advancement Services

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Launching on GoFundMe Pro two weeks early

From the get-go, Occidental College (Oxy) was marching towards a July go-live date for the GoFundMe Pro platform because it is a typically slower month and they could ease into it. GoFundMe Pro's Project Manager identified an opportunity to run the organization's first campaign on GoFundMe Pro earlier, and the Oxy team decided to go for it. While it was a quicker timeline, which meant less time to prepare for the launch, with the support of GoFundMe Pro, Oxy was able to launch its first campaign two weeks ahead of schedule.

“ We faced some uncertainty about whether we could go live earlier, but ultimately, it was

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would also give us some lessons learned from an actual campaign.

Natalie Greenhouse

Senior Director of Advancement Services

Oxy's first campaign on GoFundMe Pro raised 35% more YoY

Oxy runs an annual appeal at the end of its fiscal year to capture donations from supporters who had yet to give that year. As one of Oxy's larger campaigns, this was a perfect testing opportunity to see the ROI (return on investment) of GoFundMe Pro. The team created a new main donation page and directed supporters from its email appeals and direct mail.

Some important strategy improvements for this year's campaign on GoFundMe Pro included adding:

- Mobile wallet to offer donors the option to pay with Venmo, Apple Pay, and Google Pay—payment types not previously offered.
- Donor-covered fees allow supporters to increase their gift to cover any transaction or processing fees that Oxy would incur.
- Double the Donation integration to identify employer-matching gift opportunities.

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Oxy's main donation page with program designation

Next up: integrating with Salesforce Education Cloud

Next, Oxy plans to integrate with Salesforce Education Cloud. The goal is to further unify the platforms under one system to achieve greater

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“ The GoFundMe Pro platform has matched technology to meet our strategy and vision with custom fundraising pages that our legacy system could not support, transforming how we fundraise with our campus partners.

Culley Johnson

Senior Associate Director Engagement Communications

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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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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