



# Peloton4Parkinson's raised 29% more at annual event with GoFundMe Pro's Live Events

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challenge

Host a fundraising event in honor of the founder's mother to find a cure for Parkinson's disease

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## Solution

An annual day-long spin ride event that utilizes Live Events for in-person and virtual attendees

“With GoFundMe Pro, I can go from an idea to a live donation page in five minutes.”

– Eric Tostrud, Founder and President

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Peloton4Parkinson's started as a tribute to the founder's mother, who was diagnosed with Parkinson's Disease after leading a healthy and active life. Founder, Eric Tostrud, transformed the frustration and anger he felt into a movement, raising funds for the Michael J. Fox Foundation to find a cure for the disease.

## A fundraising tool to suit its growing needs

For the past eight years, Peloton4Parkinson's has hosted an annual ride

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2022's event, the Peloton4Parkinson's team realized they needed a more sophisticated tool to facilitate the event and year-round fundraising efforts. That's when they found GoFundMe Pro.

Peloton4Parkinson's utilized [Live Events](#), GoFundMe Pro's events software, to scale its hybrid event.

- **Registration** for the in-person and virtual ride
- **Live streaming** for virtual attendees
- **Fundraising thermometer** for supporters to see how much money has been raised at any given time during the event
- A **silent auction** where supporters can bid in real-time on almost 100 items

 Utilizing GoFundMe Pro features made thousands of dollars difference. I couldn't be happier about it.

**Eric Tostrud**

Founder and President

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📅 Apr 29 6:00 AM to Apr 29 9:00 PM (CDT) 👤 235 people attending [Add to calendar](#)



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[Speakers](#)

[Schedule](#)

[Auction](#)

### Sponsors

Live Events page for 8th annual event

**The 2023 Ride for Peloton4Parkinson's raised 14.4% above its goal from 890 unique donors.** GoFundMe Pro's 2023 *State of Modern Philanthropy* report showed 91% of event attendees are more likely to take further action with a nonprofit after a positive event experience. With Live Events paving the way for seamless event involvement, Peloton4Parkinson's is hopeful its supporters will continue to ride and raise until there's a cure for Parkinson's disease.

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# Get results like Peloton4Parkinson's

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

[Request a demo](#)

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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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Contact Support

Demo

Pricing

Sign In

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## RESOURCES

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Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

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