



# Prevent Child Abuse America raised 2.2x more year over year with Studio

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Find a fast and easy way to create a compelling campaign for Giving Tuesday to drive better fundraising results

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## Solution

The ease and flexibility of Studio allowed Prevent Child Abuse America to tell its story, optimize the supporter experience, and raise more than double on Giving Tuesday

“We needed a way to get our story across to donors and potential donors. With Studio, we had the flexibility to design a beautiful page and get it up and transacting quickly. I’m excited I can now create the donation pages I’ve been envisioning in my mind.”

– Danah Bialoruski, Former Development Associate

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With the giving season fast approaching, the [Prevent Child Abuse America](#) Development team wanted to use visual storytelling to strike an emotional chord and compel donors to give, but it needed a better way to create these experiences—and fast.

## A no-code donation page builder

The main draws of [Studio](#) were the **visual design and storytelling capabilities**. The Development team, which owned the campaign creation process, were not coders or designers. Starting with one of the pre-built layouts, the team used the intuitive drag-and-drop functionality and side-panel editor, including font, color scheme, hero images, and much more, to personalize different aspects of their campaign page.

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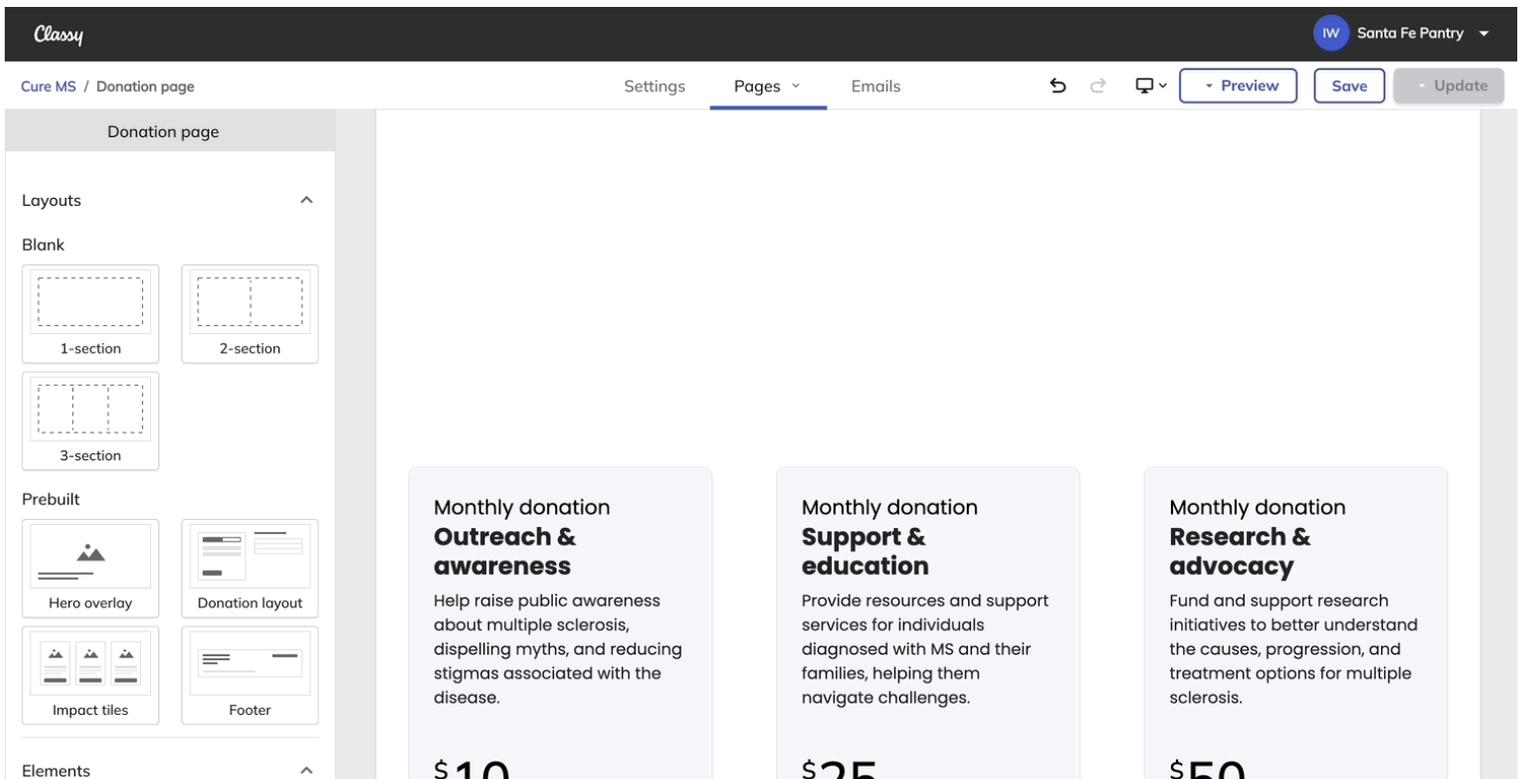


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“ I was pleasantly surprised at how easy it was to create a campaign in Studio. I love the drag and drop; I could move things around and build exactly what I want.

**Danah Bialoruski**

Former Development Associate



Studio drag-and-drop functionality

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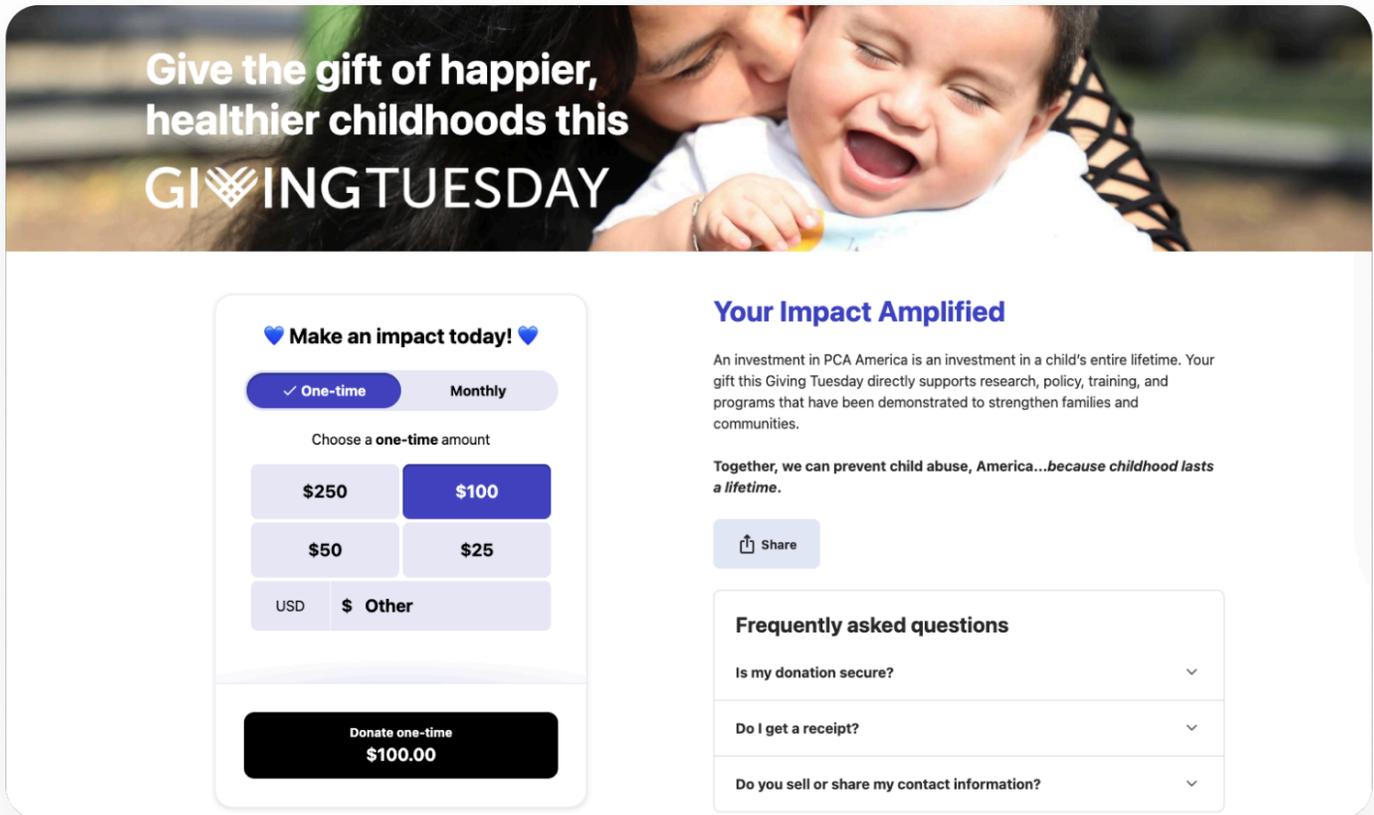
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powerful security and fraud protection, donors can confidently and

securely make donations. Plus, mobile-first design has its benefits: **35% of donors made gifts with PayPal and mobile wallets like Apple Pay and Google Pay!**



**Give the gift of happier, healthier childhoods this GIVINGTUESDAY**

♥ **Make an impact today!** ♥

✓ One-time Monthly

Choose a one-time amount

\$250 \$100

\$50 \$25

USD \$ Other

Donate one-time  
**\$100.00**

### Your Impact Amplified

An investment in PCA America is an investment in a child's entire lifetime. Your gift this Giving Tuesday directly supports research, policy, training, and programs that have been demonstrated to strengthen families and communities.

**Together, we can prevent child abuse, America...because childhood lasts a lifetime.**

Share

#### Frequently asked questions

- Is my donation secure? ▾
- Do I get a receipt? ▾
- Do you sell or share my contact information? ▾

Giving Tuesday campaign on Studio

## Incorporating Studio into its new website

In 2024, Prevent Child Abuse America is revamping its website, and the first step is creating a new main donation page using Studio. This will be the

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# GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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## Get results like Prevent Child Abuse America

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

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## 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**

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**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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Blog

Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

## WHO WE SERVE

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

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