



Project Angel Food doubles donations at Lead With Love televised special with Campaign Studio

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challenge

Raise more at an annual *Lead With Love* televised special after fundraising plateaued over the past few years

Solution

Campaign Studio's storytelling capabilities and streamlined giving experience helped Project Angel Food raise 2x year-over-year on the day of the televised special

“I’ve used a number of fundraising platforms in the past. There was very little within GoFundMe Pro that I couldn’t figure out or find the answer to on my own. Campaign Studio was so intuitive that we were able to get the *Lead With Love* campaign up and running much faster than in years past.”

– Brent Webster, Sr. Special Events Manager

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Rallying community support at the annual *Lead With Love* televised special

After the devastating wildfires swept through Los Angeles in early 2025, Project Angel Food's sixth annual live television special, *Lead with Love*, took on a new meaning. The show focused on bringing the community together and uplifting neighbors during their time of need. With an all-star line-up of celebrities, performers, and musicians, the goal was to spread a message of hope and resilience.

After seeing the night-of fundraising plateau over the past few years, the Project Angel Food team knew something had to change. That's when Brent Webster, their Sr. Special Events Manager, suggested a new fundraising platform. Already familiar with GoFundMe Pro, he recommended trying the platform to give Project Angel Food's

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The Project Angel Food team decided to use GoFundMe Pro's [Campaign Studio](#) for the *Lead With Love* landing page for its storytelling capabilities. This made it easy to highlight the message, star-packed lineup, and list of sponsors, all while providing a simple way for supporters to make a gift. Whether a supporter scanned the QR code on their television screen, went to Project Angel Food's website, or called the phone bank, all donations were routed through the Campaign Studio donation page.

Lead with Love televised special donation page on Campaign Studio

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Phone bank with a celebrity who thanked them for their gift. In total, *Lead*

With Love raised over \$729,000 from sponsorships and direct donations, with 65% more supporters donating on the night of the event. Both day-of donations and viewership doubled year over year.

“ The fundraising results from the telethon have been consistent over the last couple of years. This year, using GoFundMe Pro, we saw a huge spike in the number of gifts made on the night of.

Brent Webster

Sr. Special Events Manager

Looking ahead, Project Angel Food plans to expand its use of GoFundMe Pro beyond the televised special. The team is excited to leverage Campaign Studio’s storytelling capabilities for holiday and year-end appeals, using the same engagement strategies that made this year’s *Lead With Love* such a success.

GoFundMe Pro product features used

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Get results like Project Angel Food

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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

gofundmePRO™



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Nonprofit Pages on GoFundMe

Impact Creator Tools

COMPANY

Story

Careers

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

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