



projectc.u.r.e.

Project C.U.R.E. reaches \$1B milestone with a comprehensive fundraising approach

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Inspire new and existing supporters to rally around Project C.U.R.E.'s goal to raise and send the next \$1B in medical aid to people in need worldwide

Solution

Upgrade to GoFundMe Pro's comprehensive fundraising suite for access to conversion-optimized, industry-leading tools that allow Project C.U.R.E. to raise more and do more

“We try to keep up with all of the improvements that GoFundMe Pro makes. We are able to identify areas of improvement and implement new features so that we can continue to improve and support communities in need.”

– Shauna Rusovick, Former Director of Marketing and Communications

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Founded in Colorado in 1987, [Project C.U.R.E.](#) has become one of the world's largest distributors of donated medical supplies, equipment, and services to doctors and nurses serving the sick and dying in more than 135 countries.

A comprehensive fundraising approach

Project C.U.R.E. joined the GoFundMe Pro community less than a year ago and has already hit the ground running. They've wasted no time implementing the various campaign types that GoFundMe Pro offers, including:

- [Donation pages](#) for a standalone cause or their [monthly donor program](#), Club C.U.R.E.

[Ticketed events for you to play events where supporters can](#)

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- **Peer-to-peer** for their worldwide event where individuals can raise money through their networks
- **Galas**, where individuals or groups can purchase tables, participate in a live or silent auction, and more!

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Industry standard conversion rate.

“ I’m excited to see the increase in the number of donations that we get from the embedded donation forms and what kind of impact that’s going to have for our donors.

Shauna Rusovick

Former Director of Marketing and Communications

Project C.U.R.E. utilizes multiple campaign types to ensure they’re catering to the various giving experiences today’s donors prefer. This also helps inspire donors to expand the breadth of their engagement with the cause by participating in multiple campaigns. These increased levels of involvement are critical; GoFundMe Pro’s *State of Modern Philanthropy* reports that supporters who engage with multiple campaign types are **4x more valuable** than supporters who participate in a single campaign.

More dollars raised = more medical aid = more lives saved

Project C.U.R.E. just hit a huge milestone of \$1 billion in medical aid sent to beneficiaries globally, including medical supplies, equipment, and services. It’s difficult to quantify the number of individuals impacted, but every dollar makes a difference. Direct impact on the communities includes:

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Project C.U.R.E. is looking forward to sending the next \$1B in supplies and is excited to have GoFundMe Pro in its corner to support them on all things fundraising.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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

[Request a demo](#)

Related Case Studies

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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SOLUTIONS

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

Story

Careers

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

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