Go beyond traditional P2P with **community-powered fundraising**

Ronald McDonald House Charities of San Diego sees immediate ROI with GoFundMe Pro

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Integrating a new fundraising platform while simultaneously connecting it with Salesforce, which may affect donation volume in the process

Solution

Launch campaigns quickly and easily on GoFundMe Pro, generating immediate ROI while also integrating with Salesforce

> “GoFundMe Pro support got us up and running quickly and with the pop-up donation form, our donors could make a donation in only a few clicks. Because of this, we saw a huge uptick in donations at year-end.”
>
> – Kim Mercado, Director of Corporate and Community Philanthropy

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Solving a technical challenge with GoFundMe Pro's help

Ronald McDonald House Charities of San Diego (RMHCSD) joined the GoFundMe Pro community late last year in part because of GoFundMe Pro's native integration with Salesforce. Since this integration can be time-consuming, RMHCSD initially planned to complete it after its peak fundraising period to avoid any downtime. However, waiting until after the new year would delay their return on investment in the GoFundMe Pro platform.

The GoFundMe Pro Coaching team advised RMHCSD to launch their first campaign on GoFundMe Pro and later use historical sync to transfer donor data once the Salesforce integration was complete. This approach accelerated their timeline, allowing them to start seeing immediate ROI from GoFundMe Pro.

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team to learn the GoFundMe Pro platform at their own pace, fitting both their schedules and fundraising objectives.

In less than one month, they gained confidence in using GoFundMe Pro, setting up a pop-up donation form on their homepage and an abandoned cart notification to remind potential donors to complete their gifts. This streamlined the donation process for year-end donors, reducing abandonment rates and leading to a significant increase in year-over-year donations.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Ronald McDonald House Charities, San Diego

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

Request a demo

Related Case Studies

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Joni and Friends grew 34% year over year on Giving Tuesday with Campaign

Success Story

More than 50% of donors gave multiple gifts in a single transaction through

Success Story

Stand Up To Cancer brings in thousands of donations from participating in

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Product Overview

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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

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

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