



# Sanford Health Foundation saved over 80 hours of staff time with GoFundMe Pro's Live Events

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Set an ambitious goal of hosting a successful Children’s Gala for the first time in ten years and needed an event platform to meet their growing expectations

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## Solution

GoFundMe Pro and Live Events helped Sanford Health Foundation offer a seamless attendee and donor experience and saved their team time prepping for the gala

“For everyone involved in this event, from operations & marketing to fundraising, we were all gifted time back and peace of mind [using Live Events]. We used that time to connect with attendees and donors and steward the relationships even after the event.”

– Carrie Biondi, Senior Director of Marketing and Operations

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# First Children's Gala in ten years

Since implementing GoFundMe Pro, Sanford Health Foundation's **online giving increased by 200% from year-end 2021 to year-end 2022**. Because of the success Sanford Health had already seen with GoFundMe Pro, they decided to use GoFundMe Pro event management software, Live Events, for its first Children's Gala in ten years. The gala was a time to highlight the care local children receive every day at Sanford Children's Hospital in the Sioux Falls region of South Dakota and celebrate the role that philanthropy plays.

During the gala, Live Events' end-to-end event capabilities supported registration, seating, check-in, check-out, texting, and a paddle raise for direct donations to the Children's Hospital.

 GoFundMe Pro supports our fundraising goals by providing a platform that gives us the ability to tell our story, host events, as

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# Automating pre-event admin tasks

For the Children's Gala, all registrants were sent automatic emails and SMS reminders ahead of the gala. Attendee information and tables were pre-loaded, and paddle numbers were assigned at check-in, which removed the burden of inputting data on the spot, sped up the check-in progress, and greatly reduced human error. Credit card readers were also used to capture payment information during check-in to process gifts made throughout the evening.

**The team estimated that they saved over 80 hours altogether by automating these pre-event tasks.**

“ The overall event experience was donor-centric, but it was also team-centric because we didn't need to stress as much as we used to during events. We could trust the process. For everyone involved in this event, from operations & marketing to fundraising, we were all gifted time back and peace of mind [using Live Events]. We used that time to connect with attendees and donors and steward the relationships even after the event.

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## Live Events Table Assignments

# Bringing 2023 event and fundraising successes into 2024

The Children's Gala was ultimately a roaring success, with Sanford Health Foundation raising nearly \$1.1 million with 425 in-person attendees. All funds raised during the Gala, from credit card donations to the paddle raise, immediately synced back to GoFundMe Pro. The Sanford Health team can continue to steward the loyal Sanford supporters, in addition to 40 new donors, long after the event ends.

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**ff** We wanted the evening to feel special for every guest, so it was important that the check-in and check-out process was seamless. It allowed our guests to spend more time enjoying the evening. The night would not have run so smoothly without Live Events.

**Carrie Biondi**

Senior Director of Marketing and Operations

Because of the positive experience and feedback from the Children's Gala and knowing they can maximize their team's time and create a stellar experience for attendees, Sanford Health has decided to use Live Events to support them at a number of upcoming events in 2024.

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like Sanford Health Foundation

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

[Request a demo](#)

## Related Case Studies

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### Success Story

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

### 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**

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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

## 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

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

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