



SBP grew its average one-time gift size by 66% with GoFundMe Pro's Intelligent Ask Amounts

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Mission

To help communities reduce the time between disasters and recovery by streamlining rebuilding, and strengthening their readiness and resilience well before the next disaster

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Solution

With GoFundMe Pro's powerful fundraising platform, SBP quickly responded to Hurricanes Helene and Milton and increased gift size for both one-time and recurring gifts, and conversion rate with Intelligent Ask Amounts

“Campaign Studio is incredibly user-friendly and intuitive. Unlike other systems that can get clunky or intimidating for non-designers, GoFundMe Pro makes it easy for anyone to bring their ideas to life with confidence.”

– Jenn Beaver, Director of Marketing

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Upgrading fundraising platforms, elevating donor experience

A few years ago, SBP was searching for a new fundraising platform with robust donor data capabilities that could connect to Google Analytics for comprehensive donor tracking. The SBP team found GoFundMe Pro and was excited about the upcoming donation page innovations, including Intelligent Ask Amounts, which predict donor behavior to optimize campaign goals. That ultimately became the deciding factor for the platform shift.

 We were in the middle of a major technology

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script on our tech, moving from something

low-tech and clunky to a streamlined, digital-first experience that truly works for our supporters.

Jenn Beaver

Director of Marketing

Innovation that powers action, hope, and recovery

When Hurricane Helene and Hurricane Milton made landfall, SBP was prepared to take immediate action. The team quickly created a Studio campaign, turned on Intelligent Ask Amounts, and used it as the main donation button on the website's homepage.

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Studio campaign with Intelligent Ask Amounts

In the wake of the hurricanes, SBP brought in a record number of new donors—over 1,800—and the team was well-prepared. GoFundMe Pro's seamless integration with Salesforce, SBP's primary email and customer database, enabled the team to act quickly. Whenever a first-time donor

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“ GoFundMe Pro’s Salesforce integration saves our team 8+ hours each week by eliminating manual follow-up and donor nurturing. Beyond the time saved, it efficiently ensures we properly welcome every new donor and immediately connect them to SBP’s mission, impact, and the value of partnership.

Jenn Beaver

Director of Marketing

New donors expressed how easy it was to donate to this new campaign. The ease of giving combined with Intelligent Ask Amounts led to powerful results—a **66% increase in the average one-time gift size**, a **17% increase in the average recurring gift size**, and a **59% increase in conversion rate**.

“ The results with Intelligent Ask Amounts speak for themselves and are a testament to the user-friendliness of Studio. It shows that we made the right move, and we have the technology in place for us to raise more

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While the road to recovery for communities impacted by disaster is long, SBP is dedicated to helping those affected by Hurricanes Helene and Milton and has already:

- **Completed 163 muck and gut services**
- **Rebuilt 51 homes**
- **Served 1,351 people through immediate response services**

ff By enabling Intelligent Ask Amounts, we were able to fundraise enough to set up a permanent residence in Tampa, Florida, that's committed to the long-term recovery of folks who experienced both storms. We wouldn't have been able to do that if we didn't meet our fundraising goals.

Jenn Beaver

Director of Marketing

Jenn's GoFundMe Pro tips:

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2. Data drives many donor decisions, so being sophisticated in how you approach data and having robust data sets tied to Google Analytics is crucial. This has enabled us to see much more information than we ever did on our previous platform.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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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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