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

Stadia

Recurring donations reach 45% of Stadia's online revenue with the help of GoFundMe Pro

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Find a new fundraising platform to help it acquire and retain new donors and drive its mission forward

Solution

GoFundMe Pro's world-class peer-to-peer tools enable Stadia to bring in new donors and retain them through a robust care plan

"Now, we can report on basically everything we want. We switched to NPSP (Nonprofit Success Pack) so that GoFundMe Pro and Salesforce could work even better together, and GoFundMe Pro was the driving force behind this change. Thank YOU!"

– Laura Pedroni, Former Director of Information Technology

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A smooth rollout to a new fundraising platform

While in search of a fundraising platform that was more user-friendly, both for the marketing and development teams and supporters, Stadia found GoFundMe Pro. The seamless migration process, modern features, development of new functionality, and integration with Salesforce sealed the deal.

The transition to NPSP saved **the Stadia team over 20 hours**, which used to be spent manually cross-checking Excel spreadsheets. This time saved is even higher during Stadia's major fundraising season.

GoFundMe Pro's Salesforce integration's bi-directional sync allows a near real-time sync that matches data in both systems. Since the data is trustworthy, all contacts are matched in GoFundMe Pro and Salesforce, and supporters can keep their own information, like their address and credit card information, updated.

Peer-to-peer fundraising brings in new

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goal, so they can quickly set up a fundraising page for the annual “Go The Extra Mile” fundraiser and appeal to their networks via the built-in social sharing capabilities.

The team utilizes templates to keep the branding consistent across fundraising pages, and a seamless checkout process that offers multiple payment options makes it easy for donors to give. The ease of fundraising, sharing, and giving on GoFundMe Pro helped Stadia bring in **100 new donors from this campaign last year** and achieve a **peer-to-peer conversion rate 25% higher than the industry average!**

> “GoFundMe Pro has been hands-down the best tool that keeps us modern and looking fresh. Peer-to-peer fundraising, that’s been supported in GoFundMe Pro, has helped us tap into networks and find donors who share our vision. We’ve even heard from donors that their giving experience has been quick and easy!
>
> **Laura Pedroni**
> Former Director of Information Technology

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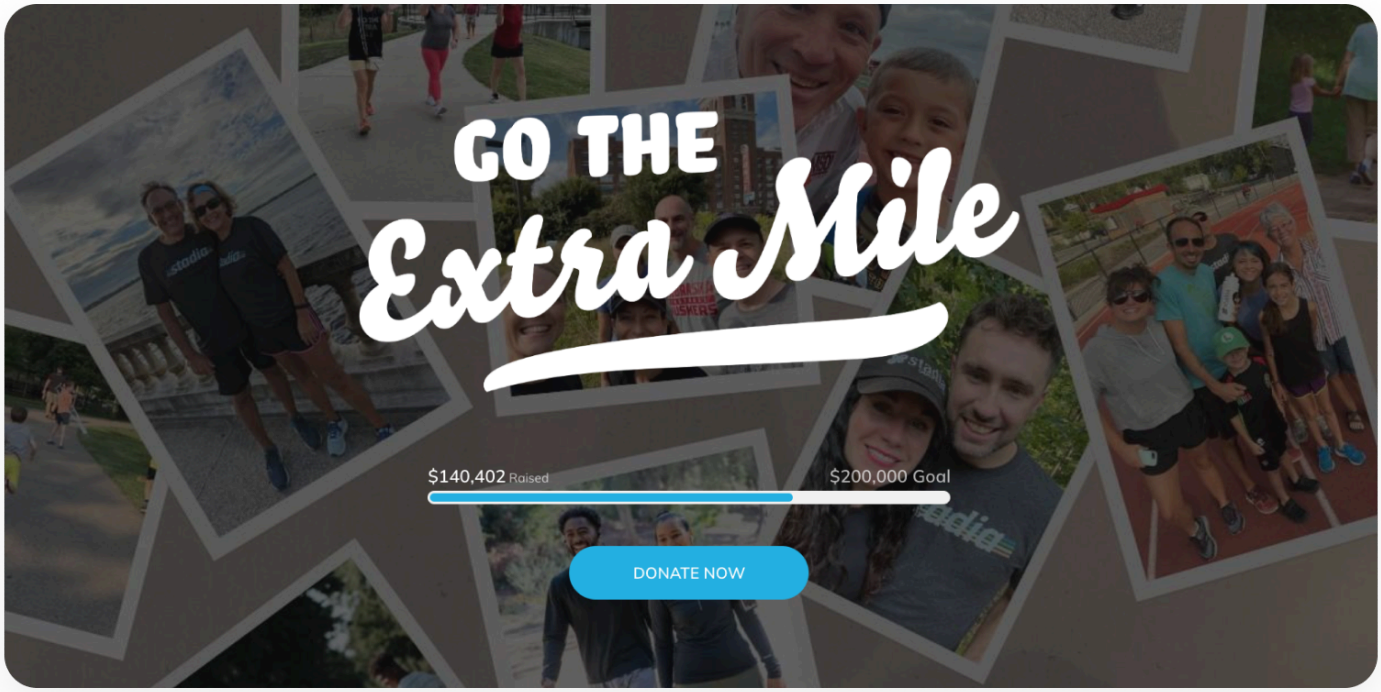

Stadia's peer-to-peer fundraiser, "Go The Extra Mile"

In addition to the "Go The Extra Mile" fundraiser, Stadia staff members participate in quarterly fundraising work days, where they spend time connecting with potential donors to highlight Stadia's mission impact. These staff-based initiatives act as entry points for not only new one-time donors but also donors who want to give on a regular basis, and they help the staff achieve their fundraising goals.

Out of its total online revenue on GoFundMe Pro, recurring donations make up 45%. With GoFundMe Pro and Salesforce, Stadia has trustworthy data and can build a comprehensive communication strategy for its recurring donor base.

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segmented marketing campaigns, e-

newsletters, and staff-led updates, we seek to ensure that donors who give on a monthly basis are well-informed of the impact they are making.

Laura Pedroni
Former Director of Information Technology

Raising more dollars to plant more churches

Stadia exists to help start new, thriving, growing, and multiplying churches for the next generation, and their services are totally free to church planters, the individuals who establish new congregations. The more they are able to raise and the more donors they bring in to support their mission, the more they are able to spread the hope of Jesus even further.

This year, Stadia is planning even more peer-to-peer fundraisers, one of which will be an organized trek to Machu Picchu. Each fundraiser will have a GoFundMe Pro fundraising page and individual and team fundraising goals, and they will finish off the fundraising season with a trek!

GoFundMe Pro product features used

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Get results like Stadia

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

Request a demo

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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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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

Federated Accounts

CONTACT

Contact Support

Demo

Pricing

Sign In

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Blog

Webinars

Events

Research

Help Center

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Partners

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

Terms of Service

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