Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

Extend the bandwidth of a smaller team and maximize digital fundraising reach

Solution

Leverage GoFundMe's continuous product innovation and participate in digital fundraising experiments to acquire new donors

"There's a big difference between a vendor and a partner. I can find 10 other vendors that do what GoFundMe does. The secret ingredient is that GoFundMe is a true partner, and the communication goes both ways."

– Martin Quessenberry, SVP of Digital Transformation and Innovation at Stand Up To Cancer

Results from the GoFundMe checkout experiment after two months*:

*Based on 2025-2026 GoFundMe data and Stand Up To Cancer-provided data

A decade-long partnership drives product innovation

For many organizations, including Stand Up To Cancer (SU2C), extending bandwidth and maximizing reach are constant challenges. This has driven the team to be innovative and rely on technology to scale its operations. Martin Quessenberry, SVP of Digital Transformation and Innovation at SU2C, has been a close partner of GoFundMe and GoFundMe Pro for over 10 years, spanning multiple nonprofits.

GoFundMe's experimentation roadmap is continuously evolving, and opportunities are shaped by partner readiness, mission alignment, and platform priorities. By partnering with GoFundMe, SU2C has a critical advantage to influence product development and participation in platform-wide experiments that help reach new audiences. One such experiment involved prompting supporters who donated to a cancer-related GoFundMe fundraiser to make an optional donation to SU2C at checkout.

The goal of the low-lift test was to capture incremental revenue from supporters on GoFundMe who are already motivated to give, establish a new pathway for nonprofit discovery and donor acquisition, and create new donor relationships from explicit marketing consent that bring future engagement beyond the initial gift. The checkout experiment led to impressive initial results for SU2C, a 52% increase in donations per day, on average, and $21,000 raised within the first two months, all with $0 acquisition costs.

to drive both immediate funding and long-term donor relationships.

Martin Quessenberry
SVP of Digital Transformation and Innovation at Stand Up To Cancer

A data-driven donor nurture strategy

While the checkout experiment generated over 4,200 gifts, the true value lies in the donor data. A key success metric was the 41% of donors who provided explicit marketing consent. These donors are being added to Salesforce, and with the help of Dataro, real-time AI-powered data analysis can help SU2C understand why donors gave, their capacity to give, and their communication preferences, enabling effective segmentation. This data-first mindset ensures that every experimental opportunity is

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

> **"** Dataro and GoFundMe Pro are powerful on their own, but together they close the gap between intelligence and execution—helping Stand Up To Cancer move seamlessly from knowing who to focus on to actually acting on it. Dataro's predictive models remove guesswork from sustainer growth, whilst surfacing hidden mid-level and major giving prospects. Those insights then flow directly into GoFundMe Pro, where Stand Up To Cancer can bring them to life through personalized landing pages and targeted supporter journeys. The result is smarter work, stronger stewardship, and better fundraising outcomes with less wasted effort.

Aleks Chojnacki
Head of Partnerships at Dataro

New innovations to continue product and donor acquisition growth

leveraging GoFundMe's live fundraising tools to engage an influencer and creator market that already supports SU2C's mission.*

*Results reflect Stand Up To Cancer's campaign strategy and may vary for other organizations.

> **❝** The exposure and revenue being generated from these experiments are phenomenal, but the value is in the data that we're receiving. Because of the conversion rate and the number of people opting in to receive communications from us, that's where the true value is that we can optimize.
>
> **Martin Quessenberry**
> SVP of Digital Transformation and Innovation at Stand Up To Cancer

---

Martin's GoFundMe Pro tips:

1. Share candid feedback—your insights can influence product development and simplify your daily work.

Get results like Stand Up To Cancer

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

Request a demo

Related Case Studies

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

More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog

V Foundation for Cancer Research raised 10x year over year with the support of GoFundMe's live fundraising tools

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

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

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice

Blog

Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

WHO WE SERVE

Case Studies

Terms of Service
Nonprofits
Privacy Notice

Cookie Policy
Healthcare

Manage Cookie Preferences
Research & Cure

Food Banks
© 2010 2026 GoFundMe

Human Services

Privacy Information

We and our vendors use cookies and similar technologies that analyze how you use our site to help people help each other, save your preferences, and provide you with meaningful experiences. By continuing to use our site, you consent to the use of these technologies as explained in our Privacy Notice and Cookie Policy, and agree to our Terms of Service.

See Our Privacy Notice