



Tap Cancer Out connects passions with fundraising to raise \$4.7M on GoFundMe Pro

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challenge

Solution

Leverage GoFundMe Pro's registration with fundraising campaign type to connect people's passions with fundraising

“We’ve been with GoFundMe Pro since day one of our day one. All I hoped for our first tournament was that we would raise a few thousand dollars. We ended up raising \$17,000+. **I’ll never use anything but GoFundMe Pro forever.**”

– Jon Thomas, Founder and CEO

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Tap Cancer Out combines people's passions for Brazilian Jiu-Jitsu (BJJ) with philanthropic endeavors that raise awareness and funds for cancer-fighting organizations.

Since its inception, which began with an idea at a GoFundMe Pro Awards ceremony in 2011, Tap Cancer Out has built its core fundraising model from the ground up with GoFundMe Pro, integrating the platform's technology into every step of the donation journey.

A tournament model that empowers competitors to fundraise for a good cause

Tap Cancer Out has always known that a registration with fundraising model is the right approach for its jiu-jitsu tournaments. Participants can

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The funds raised at each Tap Cancer Out event help fund the more than \$1,000,000 in yearly gifts committed to TCO's beneficiary organizations which include Alex's Lemonade Stand, the American Brain Tumor Association, and First Descents.

“ Our registrants and fundraisers are familiar with how our registration page looks and quickly learned how to set up a GoFundMe Pro fundraising page, which they can connect to their social media accounts, to reach more donors in their network.

Jon Thomas

Founder and Executive Director

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Registration with fundraising tournament page

Attracting participants and accurately tracking their fundraising data

Tap Cancer Out started working with [Media Cause](#), a mission-driven marketing and creative agency that helps nonprofits grow and accelerate their impact, over seven years ago.

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Media Cause also helped set up the [Meta Conversions API](#) for Tap Cancer Out, which connects Facebook fundraising with GoFundMe Pro's backend to ensure peer-to-peer fundraising dollars match all donor data in GoFundMe Pro. This data hygiene practice allows Tap Cancer Out and Media Cause to optimize performance while keeping the cost per registrant low.

New sports, new opportunities to fundraise

Tap Cancer Out is continuously innovating, optimizing, and iterating its process. If a tournament city isn't meeting the fundraising goals or participant demands as expected, they'll find another city that is. All of this information is visible in GoFundMe Pro's reporting function and provides accurate data for the Tap Cancer Out team to predict and react to trends in their tournaments.

Tap Cancer Out is expanding its sports offerings through a bi-annual Golf Classic that follows a similar structure to the jiu-jitsu tournaments. By continuing to utilize GoFundMe Pro's registration with fundraising tool, Tap Cancer Out can host high-quality and highly efficient events while raising money for life-saving cancer research.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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Get results like Tap Cancer Out

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

[Request a demo](#)

Related Case Studies

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

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



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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

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

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