



Tunnel to Towers' recurring gifts make up a majority of online donations

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Solution

GoFundMe Pro's recurring donation functionality allows the Tunnel to Towers Foundation to bring in thousands of new recurring donors each month

“For us, to have a partner like GoFundMe Pro that could help us scale not only our recurring program but our overall online fundraising strategy is vital.”

– Larry Olson, Senior Vice President of Marketing and Communications

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Growing a community of monthly givers

Several years ago, the [Tunnel to Towers Foundation](#) started a [monthly recurring donor program](#) to deepen donor engagement and create a more predictable source of revenue. Since then, the dedication and focus on growing this program have helped this community grow rapidly.

In honor of 9/11, the Tunnel to Tower Foundation asks donors to give \$11 a month. This low barrier to entry means anyone can join the cause and contribute to making a significant impact on its mission.

“ Our recurring program informs our entire marketing strategy. Potential recurring donors are constantly reminded of the \$11-a-month ask. We share stories of the families that we’re helping so the community knows where their gifts are going. For a small amount of money, they’re helping to pay off the mortgages of American heroes.

Larry Olson

Senior Vice President of Marketing and Communications

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The Tunnel to Towers Foundation employs a multi-channel marketing approach to drive awareness toward the monthly recurring program. Whether through broadcast, media appearances, web, direct mail, email, digital, or social, the call to action remains the same: become a supporter for \$11 a month. This focus has helped Tunnel to Towers Foundation grow into a nationally recognized organization, with individuals around the country supporting its mission.

Constantly improving its recurring approach

Because of the focus on its recurring strategy, Tunnel to Towers Foundation constantly measures and understands which marketing programs are delivering the best results. This means tweaking and improving each tactic to ensure a consistent stream of new monthly donors. GoFundMe Pro [source codes](#) give the team the data that informs these decisions.

“ A crucial part of any integrated marketing program is the ability to capture data, and GoFundMe Pro’s source codes provide us with a wealth of information across multiple channels. We can test different marketing campaigns and analyze the data to inform all of our future activities.

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The data received through GoFundMe Pro helps the Tunnel to Towers Foundation send personalized updates and progress reports to its recurring donors so they can better understand the impact of their support. Recurring donors are also offered perks and incentives like exclusive content, access to events, discounts, or free merchandise that recognize them as valued members of the Tunnel to Towers community.

Setting and achieving ambitious growth goals

In the next five years, the Tunnel to Towers Foundation plans to double its donor base, all with the goal of helping more military personnel, first responders, and their families. GoFundMe Pro will be there every step of the way.

“ We’re blessed to have partners like GoFundMe Pro who understand what we’re trying to achieve. For us to hit our very ambitious targets, we need to rely on them and the new enhancements they’re developing, which will allow our donors, in particular our monthly donors, to engage with us in more meaningful ways.

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GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like the Tunnel to Towers Foundation

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Related Case Studies

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

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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

International Fundraising

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