



How Union for Reform Judaism's annual Giving Day grew peer-to-peer participation by **733%** year over year

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](#).

Okay



[See Our Privacy Notice](#)





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](#)

Engage camps to bring past and new supporters into the organization's modern data system

Solution

Leverage GoFundMe Pro's peer-to-peer platform to facilitate a camp-based "Giving Day" and turn passionate alumni and camp families into dedicated fundraisers

"Peer-to-peer is such a beautiful way to bring in new supporters to our organization and connect with those who have been impacted by our programming."

– Gabi Kirsch, Director of Grassroots Fundraising at URJ

Annual Giving Day results year over year*:

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](#)

*Based on 2025 GoFundMe Pro data and Union for Reform Judaism-provided data

Powering peer-to-peer fundraising for 14 camps

Union for Reform Judaism (URJ)'s annual Camp Giving Day is a peer-to-peer fundraising competition across URJ's 14 camps. After experiencing challenges with a previous platform that was great for gamification but had gift processing limitations, URJ decided to use GoFundMe Pro's peer-to-peer fundraising technology for its second annual Camp Giving Day. GoFundMe Pro provided the reliable infrastructure needed for a large-scale, multi-entity fundraising competition, ensuring seamless and dependable gift processing.

“ One of the reasons that I love this campaign is that it makes fundraising fun. If you can engage your supporters in a moment of community, that's going to take your fundraising strategies even further.

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](#)

Cultivating an engaged community of fundraisers

Camp Giving Day harnessed participants' deep, lasting connection to their summer camps, turning passionate alumni, staff, and donors into engaged advocates. The campaign was driven by several key strategies:

- **Setting achievable goals:** URJ asked each camp's development director to commit to finding five individual peer-to-peer fundraisers. Because this felt like an achievable lift, all 14 camps and their committees were inspired to start.
- **Offering incentives to fuel friendly competition:** The URJ team created a prize board, which boosted excitement and participation.
- **Highlighting best practices:** Successful camps served as case studies, demonstrating how effective communication plans, unique incentives, and leveraging major donors' networks could lead to growth.

URJ Camp Giving Day has been a powerful catalyst for strengthening our community's culture of giving, particularly among alumni. While we initially invited several board members to serve as 'Camp Champions,' we were both surprised and inspired when 36

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](#)

revenue. More than the dollars, this peer-to-

peer model reaffirmed that alumni of all ages are our most meaningful partners and ambassadors in building a sustainable philanthropic future.

Chanel Shirazi

Development Manager at URJ Eisner and Crane Lake Camps

By empowering and mobilizing all 14 camp communities, URJ saw year-over-year growth across critical metrics, demonstrating the power of its peer-to-peer strategy.

- Active P2P fundraising pages: 9 → 75 (733% increase)
- New contacts: 44 → 398 (805% increase)
- First-time donor households: 179 → 519 (190% increase)
- Total raised through P2P pages: 9.5× growth

These incredible results translate to meaningful impact, with each gift supporting the greatest camp needs, including scholarships, facility enhancements, and more.

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](#)

Camp Giving Day peer-to-peer campaign

Focusing on the future

For the third Camp Giving Day, URJ is evolving its strategy based on user feedback and is partnering with [Mittun](#) to create a custom landing page for all Camp Giving Day activities. All gift processing will remain on GoFundMe Pro, but this shift aims to free up the URJ team by:

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](#)

are already comfortable with.*

*Results reflect URJ's campaign strategy and may vary for other organizations.

Gabi's GoFundMe Pro tip:

1. Strive to make fundraising fun. If you can get people engaged because the campaign offers them a moment to be in community with each other, that will take your efforts further.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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](#)

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

[Request a demo](#)

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™



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](#)

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

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](#)

RESOURCES

Blog

Webinars

Events

Research

Help Center

GoFundMe Pro Academy

Partners

WHO WE SERVE

Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

Human Services

Terms of Service

Privacy Notice

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](#)

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](#)