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United Way of San Diego County

United Way of San Diego County saved 10 hours per week with GoFundMe Pro

challenge

Learning a new fundraising platform and launching it quickly with no interruptions in giving

Solution

GoFundMe Pro's training and onboarding resources helped United Way of San Diego County onboard quickly and embed a donation form on its main donate button in minutes to start accepting donations

"It was not difficult to create and add an embedded donation form to our website. We are thrilled with how it looks and are already seeing great results!"

– Katie Khasim-San, Vice President, Philanthropic Strategies

Getting familiar with a new fundraising platform

After joining the GoFundMe Pro community a few months ago, United Way of San Diego County was ready to explore all the platform had to offer. Usually, onboarding a new platform takes up a lot of time and resources, but for the Marketing and Finance teams, it was a smooth process. The teams spent a few short weeks learning the platform and maximized their effort by:

- Attending virtual training sessions.

- Watching webinars hosted by GoFundMe Pro.

- Reading support articles.

Now, each team member feels empowered to use GoFundMe Pro and knows where to go with any questions.

and the resources they provide really set us up for success.

Katie Khasim-San
Vice President, Philanthropic Strategies

Saving time and surpassing fundraising goals with Studio

United Way of San Diego County had been using a traditional online giving platform built for United Ways that did not allow for much customization or design flexibility. The first upgrade upon joining the GoFundMe Pro community was embedding a branded Studio donation form, on its main donate button to enable supporters to reduce friction and complete a donation without ever leaving the page. The steps to create and embed a donation form took only a few minutes and included:

1. Log into GoFundMe Pro Manager

2. Create a new embed form

3. Design and customize the form to match United Way's colors and branding

4. Save and publish the form

5. Install and embed the code on the website

Embedded donation form on website homepage

With GoFundMe Pro, the United Way of San Diego County team got up and running quickly, embedding a donation form on their website in minutes and **saving 10 hours per week** on campaign-related work.

Diversifying its giving offering with GoFundMe Pro

Coming up, United Way of San Diego County is expanding its online giving

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> **"** GoFundMe Pro gives us the tools to enhance and diversify our online giving.

Katie Khasim-San
Vice President, Philanthropic Strategies

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like

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™

SOLUTIONS

Product Overview

Donation Forms

Recurring Giving

Donation Pages

Crowdfunding

Giving Cart

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Peer-to-Peer Fundraising

Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

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Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

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