



University of Nebraska Foundation's annual campaign sees a 28% increase in gifts with GoFundMe Pro's tools



Mission

To grow relationships and resources that enable University of Nebraska to change lives and save lives

Challenge

Solution

Leverage GoFundMe Pro's Campaign Studio to grow its annual campaign year over year, with design flexibility, customization, and a streamlined donor experience

“GoFundMe Pro has allowed us to do so much more for our campus partners, with a tool that is better suited to meet their goals.”

– Derek Dillon, Director of Digital Marketing

*Based on 2024-2025 GoFundMe Pro data

Managing a complex annual campaign across multiple campuses

University of Nebraska Foundation's annual campaigns team manages a unique and complex operation that serves four campuses (in addition to Nebraska Medicine): University of Nebraska at Kearney, University of Nebraska Omaha, University of Nebraska–Lincoln, and University of Nebraska Medical Center. Their efforts include key initiatives such as the annual sock campaigns, which support scholarship funds and other student needs by enticing donors with exclusive, branded socks.

The multi-campus nature of the campaign requires extensive internal collaboration among campus directors, assistant directors, and the marketing team for effective management.

Streamlined donor experience drives impressive results

Looking for more customization and design flexibility, the Foundation team adopted Campaign Studio, resulting in a significant improvement in their campaign experience. Specifically, Campaign Studio offers the option to include a program designation drop-down so donors can select their designated fund before completing checkout.

“ Our campus partners mentioned how much better these new Studio campaigns look compared to years past. There are a bunch of different flourishes that we added to make it more appealing for our donors and campus partners.

Derek Dillon

Director of Digital Marketing

The Foundation made giving significantly easier and more streamlined for donors, and the results were impressive for the sock campaigns. The enhanced donation flow and design choices led to a **28% increase in gifts and 13% increase in year-over-year fundraising.**

University of Nebraska–Lincoln’s Head to Toe sock campaign on Studio

Continuous optimization to achieve fundraising goals

The Foundation is continuously seeking ways to improve. During the most recent giving season, the team conducted an A/B test with GoFundMe Pro’s AI-powered ask amounts, Intelligent Ask Amounts. The test reached only a

small cohort of donors, but the team is excited to continue iterating and testing to bring optimizations to more of their campaigns. *

*Results reflect University of Nebraska Foundation's campaign strategy and may vary for other organizations.

Derek's GoFundMe Pro tips:

1. Offer donors multiple giving opportunities on a page so a "Give now" button is always within reach.
2. Tap into every tool available, from copy to visuals, to make your campaign dynamic and visually appealing.

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like University of Nebraska Foundation

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

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Related Case Studies

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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](#)



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

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