



# U.S. Soccer Foundation brought in 2x more donors on Giving Tuesday than on any other day of the year

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## Mission

To provide underserved communities access to innovative play spaces and evidence-based soccer programs that instill hope, foster well-being, and help youth achieve their fullest

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# Solution

GoFundMe Pro's fundraising technology and Teal Media's creative expertise helped U.S. Soccer Foundation surpass its fundraising goal by 40% on Giving Tuesday alone

“GoFundMe Pro is turnkey, but offers a ton of personalization capabilities. I would recommend it to pros and newcomers alike. It's actually not a very intimidating platform.”

– Kelly Clemens, Director, Marketing & Communications at U.S. Soccer Foundation

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# Multi-channel approach to year-end giving

The end-of-year giving season is a noisy time, with nonprofits competing for donor attention. The [U.S. Soccer Foundation](#) strategized ways to stand out, connect with supporters, and drive donations.

They started by building a strong foundation. The team created a vibrant and youth-focused donation page on [Campaign Studio](#), GoFundMe Pro's campaign builder, with bold colors and a clear call to action that captured the energy of the kids they serve. The campaign incorporated a matching gift that encouraged donors to triple their impact, a progress bar to show progress toward the ambitious goal, and an activity feed to show donors the impact of their gifts.

“ I’ve used other fundraising platforms, but Campaign Studio’s customization was next-level. Adding personal touches, like attaching

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Giving Tuesday campaign on Studio

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contribute before the year ended. With [source codes](#), the U.S. Soccer Foundation team could track the performance on each channel while linking to a single campaign.

“ Being able to align the design and strategy across all our channels and creative assets—socials, emails, and ads—and then lead donors to a GoFundMe Pro Studio page built to convert made our job so much easier.

**Hayley Drapkin**

Senior Digital Strategist at Teal Media

## A little donation makes a big difference

The campaign’s core message, “*A little donation makes a big difference*,” was woven into every aspect of their campaign. Impact tiles on the donation page showed donors exactly what their contribution could accomplish: \$5 provided a jersey, \$20 provided a whole kit, and \$100 provided a kid with a whole season of soccer. **This unified messaging made giving feel both accessible and meaningful.**

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the size of the gifts, and it worked. We had more individual donors on Giving Tuesday than any other day last year.

**Kelly Clemens**

Director, Marketing & Communications at U.S. Soccer Foundation

Through a combination of efforts, the U.S. Soccer Foundation achieved fantastic results on Giving Tuesday.

- **Raised 40% above the fundraising goal**
- **Brought in 2x the number of donors compared to any other day of the year, 122 of which were new to the U.S. Soccer Foundation**
- **Achieved a 78% higher average gift amount than the overall average for the year**

On the paid ads side, Google search ads drove a 10.5% click-through rate and a strong \$3.47 return on ad spend, despite the competitive nature of year-end advertising.

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Google ad for Giving Tuesday

# Connecting more youth with the soccer community

Building on last year's success, the U.S. Soccer Foundation team is already preparing for the upcoming Giving Season. After seeing strong results with Google search and programmatic ads, they've kept them running year-round, and they've continued to perform well. They will continue leveraging GoFundMe Pro's fundraising expertise and Teal Media's partnership to refine their year-end strategy.

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helped us to capture that message and share the impact of the U.S. Soccer Foundation on local communities.

**Christian Lutes**

Digital Communications Manager at U.S. Soccer Foundation

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**Kelly's GoFundMe Pro tips:**

1. Be authentic. When your brand has a unique look, you will stand out and cut through the clutter of a busy time of year. People will resonate with your authenticity and be inspired to take action, whether they're already a loyal supporter or a potential new donor.
  - GoFundMe Pro allows you to stay consistent across all platforms, from customizing the thumbnail colors, header images, and text colors on a campaign to a seamless design experience that really brings our brand to life. That consistency is a key part of a successful fundraising strategy.

**Christian's GoFundMe Pro tips:**

1. Just like the Rule of Threes makes information stick, donors often need to see your message multiple times across different channels before taking action. That's why aligned visuals are so important—people may not recall the words, but they'll remember the image of a child playing

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creating that consistent, memorable experience that inspires action.

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like U.S. Soccer 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

**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**

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**gofundme**PRO™



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## SOLUTIONS

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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

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Story

Careers

Press & Media

Collaborative

## PLATFORM

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

GoFundMe Intelligence

Reporting

Meta Social Sharing

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