



# V Foundation for Cancer Research raised 10x year over year with the support of GoFundMe's live fundraising tools

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MADISON SQUARE GARDEN

# JIMMY V CLASSIC



Scan to Donate to  
the V Foundation



Thanks to Principal® Foundation, donations will be matched.

Support the V Foundation for Cancer Research

\$2,680 raised of \$25,000 goal

Powered by gofundme

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challenge

Evolve digital and in-venue fundraising methods to boost donor volume, acquire new recurring gifts, and exceed fundraising goals during V Week

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## Solution

Integrate GoFundMe’s live fundraising tools for interactive in-arena activation and utilize GoFundMe Pro’s advanced technology to power mobile-optimized, high-converting digital campaigns

“We are ecstatic with the results from using GoFundMe’s live fundraising tools at the Jimmy V Classic, considering what we’ve raised in-arena in the past, and to onboard all of the new donors to the V Foundation—it’s exciting.”

– Marissa Guy, Executive Director of Direct Marketing

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\*Based on 2025 GoFundMe data and V Foundation-provided data

## Evolution of V Week's digital fundraising strategy

V Week, the V Foundation for Cancer Research's flagship annual fundraising campaign, typically runs from Giving Tuesday through mid-December to raise critical funds for cancer research. Unlike the rest of the year, when the focus is to keep users on the site longer, V Week prioritizes conversions to make the biggest impact on its mission.

After strategizing with the GoFundMe Pro team, the V Foundation employed the following tactics to improve the donor experience across all channels:

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- **QR codes:** Through QR codes displayed during ESPN broadcasts, viewers were guided directly to the V Foundation's homepage for effortless giving.
- **Splash pages:** Embedded donation forms served as quick donation pages, featuring concise copy, simple imagery, and a clear path to conversion from ESPN's call to action.
- **Source codes:** Performance was tracked across all segments and touchpoints, enabling personalized communication and effective post-campaign analysis.

“ With the embedded donation forms, donors can quickly enter the donation flow and use their preferred payment method. Conversion is a huge stat for us, especially during V Week, and we're focused on making sure people don't have issues. When they land on one of our pages, they can do what they're trying to do, which is support the V Foundation.

**Alison Imamura**

Senior Director of Digital Marketing Technology

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A major component of V Week is the [Jimmy V Classic](#), an ESPN-operated college basketball showcase held at Madison Square Garden in New York City. The Jimmy V Classic is a crucial activation, which the V Foundation uses as a high-visibility moment to drive donations. After feeling inspired by other success stories in major arenas across the country, the V Foundation team decided to test [GoFundMe's live fundraising tools](#).

The V Foundation created a [GoFundMe fundraiser](#) as a single place for attendees to donate during the Classic, and announcers were prepped with speaking points to encourage donations. In addition, interactive widgets were displayed on the jumbotron, including a QR code for supporters to easily scan to access the fundraiser and a progress bar to track fundraising progress in real time.

“ The power of GoFundMe is how familiar it is to younger generations; it makes community-powered fundraising real. By leveraging GoFundMe's tools, we were able to bring new energy and a single, clear path to donate, which was absolutely critical in uniting our supporters during our biggest fundraising moment of the year.

**Marissa Guy**

Executive Director of Direct Marketing

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**donation volume and 25% growth in recurring gift acquisitions.\***

\*Results reflect the V Foundation's campaign strategy and may vary for other organizations.

GoFundMe fundraiser for the V Foundation

## GoFundMe Pro product features used

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# Get results like V Foundation for Cancer Research

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

[Request a demo](#)

## Related Case Studies

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**Stand Up To Cancer brings in thousands of donations from participating in GoFundMe's experiments**

**Joni and Friends grew 34% year over year on Giving Tuesday with Campaign Studio**

**More than 50% of donors gave multiple gifts in a single transaction through HOPE International's Gift Catalog**

**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

Federated Accounts

## CONTACT

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Demo

Pricing

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Case Studies

Nonprofits

Healthcare

Research & Cure

Food Banks

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