



Embedded donation forms help the V Foundation raise \$1.6M during V Week

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Streamlining the donation process during V Week while making it an enjoyable experience for supporters

Solution

With GoFundMe Pro's embedded donation forms, the donation process was streamlined across devices which increased conversion rates and enhanced the donor experience

“When people hear an ad on ESPN and decide to donate to V Week, they want to be able to go to one page on our website and go through the donation process as quickly and as seamlessly as possible. Embedded donation forms make that possible.”

– Marissa Guy, Senior Director of Direct Marketing

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The V Foundation for Cancer Research was founded by legendary basketball coach and ESPN commentator, Jim Valvano. Since its founding in 1993, the V Foundation has awarded over \$310 million in cancer research grants nationwide (that's almost 1,200 grants!) with 100% of donations going directly toward life-saving cancer research.

For one week every year, starting on Giving Tuesday, the V Foundation runs V Week, an ESPN initiative, to raise funds and generate awareness among sports fans about the importance of cancer research.

Marissa Guy, Senior Director of Direct Marketing at the V Foundation, leads the new donor acquisition strategy. She also manages the organization's donor retention, donor communications, and donor loyalty programs. She's especially passionate about personalization to enhance the donor experience. Marissa spoke with GoFundMe Pro about last year's V Week successes that were, in big part, thanks to embedded donation

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When the V Foundation was looking for a new fundraising software in 2021, they wanted a tool that offered creative flexibility in building campaigns and provided an excellent overall donor experience.

After doing their due diligence and looking at what other platforms nonprofits were using, GoFundMe Pro's recurring giving options and embedded donation form customization capabilities sealed the deal.

Kicking V Week fundraising into high gear with embedded donation forms

At the V Foundation, Giving Tuesday creates a sense of urgency and kicks off V Week, which serves as a storytelling opportunity to celebrate all cancer thrivers, researchers, Jim Valvano, and the legacy he created. The organic momentum surrounding Giving Tuesday allows the V Foundation to kick off its timely initiative with high energy and engagement.

Last November, the V Foundation introduced embedded donation forms on its redesigned website in anticipation of Giving Tuesday and V Week. The goal was to streamline the donation process, particularly on mobile, and offer donors seamless access to the donation form. The ability to customize the donation form was also important to the team.

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Pop-up embedded donation form on the website homepage

During V Week, the majority of traffic comes through mobile phones, and the embedded donation forms make for a great user experience across devices. The V Foundation team saw a **13% YoY increase in conversion rate during V Week**, which is a testament to the efficient donation experience.

30 years of the V Foundation and counting

2023 will mark the 30th anniversary of the V Foundation. There are big plans for celebrations and even more fundraising to support its mission and fund cancer research. Building on the success from 2022, this year's 2nd

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GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like The V Foundation

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

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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™



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Corporate Giving

Nonprofit Pages on GoFundMe

Impact Creator Tools

COMPANY

Story

Careers

Press & Media

Collaborative

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

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