



Vine Maple Place raised 27% more period over period with GoFundMe Pro

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Master a new fundraising platform quickly to ensure a seamless transition and uninterrupted online giving

Solution

Vine Maple Place successfully onboarded to GoFundMe Pro, leveraging its training and support resources to optimize 18+ dedicated campaigns and raising 27% more period-over-period

“We chose GoFundMe Pro because they are the industry-leading expert in online giving.”

– Jeanna Britt, Development Manager

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Not just a platform but a partner invested in its success

Vine Maple Place was looking to upgrade its online giving and replaced its previous fundraising platform with GoFundMe Pro. Once onboarded, the Vine Maple Place team quickly dove into learning the platform, attending live trainings and webinars, watching recordings, and reading support articles in GoFundMe Pro Academy. Because the resources were interactive, the Vine Maple Place team was able to follow along and build a campaign at the same time.

When transitioning to GoFundMe Pro, the Vine Maple Place team was especially nervous about migrating its recurring donors who contribute a predictable stream of revenue to the nonprofit each month. A dedicated GoFundMe Pro team member assisted in the migration process from start to finish, making sure that all donor data, including contact and payment information, was moved over seamlessly without a delay in processing gifts.

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partnership and my biggest rave is the personal connection I feel—the GoFundMe Pro team is invested in us and that makes all the difference.

Jeanna Britt

Development Manager

Optimizing each campaign to maximize results

Before using GoFundMe Pro, Vine Maple Place’s donation pages offered a basic experience, and it wasn’t clear who donors were giving to. After seeing the design flexibility of [Studio](#), GoFundMe Pro’s donation page builder, and that it was backed by extensive research, the team knew it was the best solution for them. With 18+ dedicated campaigns, it was important to quickly convert all standard donation pages to Studio to enhance the donor experience.

“ The ability to integrate design and copy on a Studio donation page to match our brand was truly transformative in building trust with

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During a GoFundMe Pro training session, which shared examples of a second ask—using the thank-you page to share important information to donors—the Vine Maple Team felt inspired and started immediately implementing several strategies, including:

- Employer-matching
- Upgrading to a monthly gift
- Scheduling a tour of the facility to see the impact of a gift
- Spreading the word with social sharing capabilities

“After seeing some examples of thank-you pages that GoFundMe Pro shared, I chose to take some information off of the donation page and move it to the thank-you page to quiet down the noise when making the first ask. That was probably my biggest “Aha” moment.

Ioanna Britt

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By converting all standard donation pages to Studio and optimizing each campaign, Vine Maple Place raised 27% more period over period.

Recurring giving upsell on a thank-you page

Raising 204% more on Giving Tuesday with Studio

Going into its second giving season using the GoFundMe Pro platform and seeing early success with Studio, the team created its 2024 Giving Tuesday campaign with all of the bells and whistles. The team included storytelling elements on the donation page and upsell elements on the thank-you

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Giving Tuesday campaign on Studio

Jeanna's GoFundMe Pro tips:

1. Look at what other nonprofits are doing and get extra eyes on what you're doing.
 - Think about how to translate an idea or a cool campaign that you

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GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like Wings Made Possible

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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

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