



# Alight's canvassing initiative brings in 660 new recurring donors with GoFundMe Pro

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Encourage philanthropic-minded passersby in major Midwest cities to sign up for Alight's recurring giving program, Changemakers

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## Solution

GoFundMe Pro's recurring giving functionality powered Alight's canvassing initiative that brought in 660 new recurring donors

“Our message really resonated well with the audience. The process to become a new recurring donor on GoFundMe Pro was so quick that we met our goals much faster than we thought we would.”

– Chris Kindler, Director of Annual Fund

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# Meeting new donors where they are

Alight wanted to rethink its donor acquisition strategy, focusing more on recurring donors since they are 9x more valuable than one-time donors. The Alight team had considered canvassing years ago, but in 2024, they decided to try it out to grow the number of donors in its recurring giving program, Changemakers.

By leveraging OnBoard by MadeMedia, a premier donor acquisition platform designed specifically for face-to-face canvassing, and partnering with GiveBridge, a company specialized in tailored face-to-face donor acquisition strategies, the three teams developed a comprehensive plan of action.

GiveBridge managed all on-the-ground logistics, while the OnBoard

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reporting.

# Canvassing for a good cause

The canvassing initiative kicked off in early September 2024, with around 20 canvassers set up in Chicago and other cities in the Midwest. Canvassers wore Alight-branded polo shirts, hats, and lanyards. Postcards and brochures were displayed on the table, along with a pitch board showing key impact results and a map of the countries that Alight supports. Each canvasser shared stories with passersby about the incredible work Alight does and encouraged them to become recurring supporters.

“ When an individual decided to make a gift, the canvasser used a tablet running the OnBoard app. The app displayed a pre-configured GoFundMe Pro donation form with recurring giving frequencies, including monthly, quarterly, and annually, and seamlessly integrated with GoFundMe Pro’s backend through a robust API connection.

**Chris Kindler**

Director of Annual Fund

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Alight canvasser in action

The entire donation process only took a few minutes. Afterward, the donor received a thank-you email from Alight and a personal phone call to confirm the transaction. This extra layer of confirmation was meant to ensure the retention of the new recurring gift.

The canvassing initiative was planned for 3-4 months or until Alight reached its acquisition goal assuming that a typical day of canvassing in Chicago might bring in 4-5 new recurring donors. On day one alone, Alight's initiative acquired 30 new recurring donors. In the end, **the goal was reached in two months!** The initiative brought in **40** new recurring donors.

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With 660 new Changemakers, a 60% increase from before the canvassing initiative, the Alight team is focusing on nurturing these new supporters. Here's how they're doing it:

- All new recurring donors receive a welcome kit that shares more about the impact of their gift and includes an “I am a Changemaker” sticker.
- Each month, recurring donors receive a newsletter about how Alight 365, the program that recurring donations fund, makes everyday change around the globe.
- Each newsletter includes a personal story about someone who has benefited from Alight 365 and how it made a huge impact on their life.

## GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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# Get results like Alight

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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## 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

## PLATFORM

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GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

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GoFundMe Intelligence

Reporting

Meta Social Sharing

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