



World Changers Church International receives over 14,000 donations in the first two months on GoFundMe Pro

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Switch to a new, reliable fundraising platform without interruption or confusion for supporters in the midst of giving season

Solution

GoFundMe Pro's fundraising platform allowed World Changers to offer a dependable giving experience that led to higher conversion, more fundraising revenue, and greater mission impact

“Switching to a new fundraising platform during the busiest time of year could have been a disaster. With GoFundMe Pro, the transition was painless. We got up and running and have had no challenges since.”

– Vernon Harrison, Chief Executive Officer

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A trustworthy fundraising platform that integrates with Salesforce

After a series of issues with their former fundraising tool, [World Changers Church International](#) set out to find a new solution that worked with its CRM, Salesforce. [GoFundMe Pro's seamless integration with this platform](#), support of multiple payment methods, and consistent innovation drove World Changers to make the move.

With year-end giving season approaching, the team needed to change platforms and avoid downtime during a critical time of year. GoFundMe Pro's implementation team helped World Changers quickly onboard and trained internal staff.

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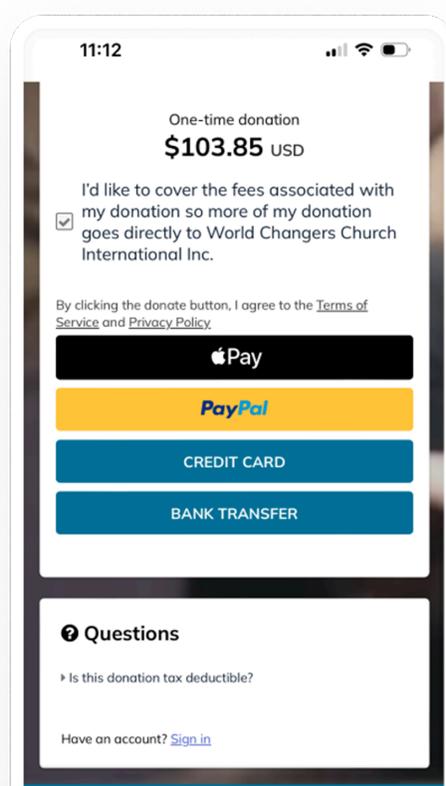


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A mobile-first giving experience for donors around the world

Being an international church, various currencies need to be taken into consideration for constituents. Now on GoFundMe Pro, World Changers is able to offer PayPal, along with a variety of other payment options like ACH and digital wallets like Apple Pay and Google Pay that are preferred by their international donors. **With almost ¾ of World Changers' traffic coming from mobile, these easy checkout options lead to less abandonment overall.**

All payments are processed securely and safely, with an average of 25% reduction in fraud thanks to Stripe Radar's industry-leading fraud protection.



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[form](#) as their homepage donation form.

“ We want to reach the most people and make the most impact, and for that, we need a stable platform and the best tools in place to ultimately change the world. We were so grateful to the GoFundMe Pro team. We’ve already heard amazing feedback from supporters about how easy it is to give.

Vernon Harrison

Chief Executive Officer

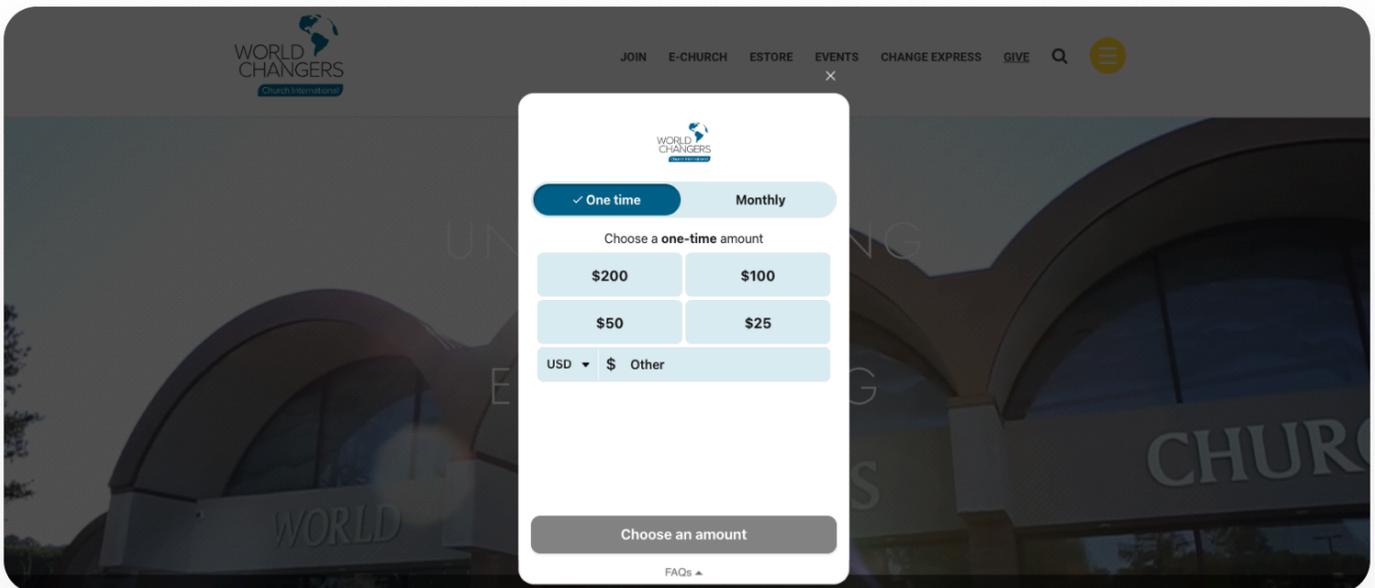
It’s so easy for supporters to give that World Changers has seen **over 4x the industry standard conversion rate on this donation form and an increase of 12% in the average one-time donation size in the past two months on GoFundMe Pro.**

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Pop-up donation form on World Changer's homepage

World Changers also added in GoFundMe Pro's donor-covered fees feature that allows donors to pay the processing fees of their transactions. In two months, World Changers is seeing more and more supporters choosing to cover these fees, which means every dollar goes further in helping them impact more lives around the globe.

Connecting with communities across the world

World Changers' reach is impressive, attracting around 2,500 in-person and 150,000 online constituents during Sunday services alone. Their impact goes beyond the walls of their Atlanta-based church and benefits communities

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ff With our previous platform, we experienced problems and limitations. GoFundMe Pro really stepped in and saved the day for us. We can't wait to see how GoFundMe Pro can step in as we launch more mission-driven initiatives.

Vernon Harrison

Chief Executive Officer

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

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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

gofundmePRO™



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SOLUTIONS

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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

Story

Careers

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

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GoFundMe Intelligence

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Meta Social Sharing

Federated Accounts

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Contact Support

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