To Write Love On Her Arms empowers the next generation of donors with GoFundMe Pro's fundraising tools

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Create a giving experience that resonates with younger generations of donors and connects them to the mission

Solution

GoFundMe Pro's fundraising solution allows TWLOHA to manage multiple campaign types and enables young donors to give the way they want across the channels they interact with

"After over 7 years, we still find that GoFundMe Pro is the best all-around solution. The beautiful thing about GoFundMe Pro is that we can build the type of donation experience that our supporters want, as well as our fundraisers, who are like mini marketers for our brand."

– Kathryn Baccash, Head of Communications and Digital Marketing at TWLOHA

Building engaged online communities

As we know, younger generations spend more time online and on social media. Gen Z, especially, engages on these platforms to find and build community.

By sharing helpful resources and dedicated content meant to connect and engage a young audience with messages of hope, To Write Love On Her Arm (TWLOHA) has built its social media platform into an online li

TikTok, **76% of TikTok users agree that brands that post or reply to comments feel like part of a community.** They go a step further by creating an open and safe space for Gen Z to have conversations about mental health and engage with each other through social media.

Turning engaged communities into donors

The engaged online community created by TWLOHA is then intentionally and thoughtfully encouraged to give and become financial supporters of the organization. TWLOHA does this by making it easy to give in ways that are tailored to younger generations, including prominently highlighting recurring giving options similar to the subscription model they're familiar with.

By giving supporters the flexibility to choose how they want to give, TWLOHA has seen tremendous success, with **almost one-third of its Gen Z supporters making recurring donations. It's proven that when Gen Z feels passionate about a cause, they are 53% more likely to repeat a donation**.

TWLOHA landing page with multiple options to give

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The 2022 _Why America Gives_ report found that **next-gen donors are 3X as likely to advocate on an organization's behalf compared to older generations** and **2.7X as likely to host an individual fundraising page on behalf of an organization they support.**

From annual suicide prevention campaigns like "You Are Not A Burden" and "The World Is Not Better Without You" that remove the stigma of asking for help to marathons and independently hosted events, TWLOHA takes advantage of this intent and equips young supporters to raise money on its behalf.

With GoFundMe Pro's robust peer-to-peer fundraising tools and the GoFundMe Pro's Facebook Integration, which seamlessly integrates GoFundMe Pro fundraising pages to Facebook, donors can tap into their diverse networks across social media and raise funds for the community they care so much about. **Last year, over 60% of TWLOHA's online donation volume was from peer-to-peer fundraising.**

Peer-to-peer fundraising page

GoFundMe Pro product features used

Check out the product offerings that this organization used for success

Get results like To Write Love On Her Arms

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

Request a demo

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

SOLUTIONS

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

Story

Careers

Press & Media

Collaborative

PLATFORM

GoFundMe Pay

Donor Dashboard

Integrations Hub

Campaign Templates

International Fundraising

Security & Scalability

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Meta Social Sharing

Federated Accounts

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