



CASE STUDY

How Fundraise Up Helped UNICEF USA Increase Digital Revenue by 50% & Recurring Digital Donors by 300%



*“Fundraise Up has had a marvelous impact on
our digital fundraising.”*

Tobes Kelly

VP, Head of Digital UNICEF USA
(Revenue, Marketing, & Operations)



300%

increase in recurring monthly digital donors

50%

increase in digital revenue

90%

of donors cover processing fees

What we provided:

A better online donor experience

- Artificial intelligence to optimize donor “ask”
- An intuitive, frictionless interface that increases conversions
- Increased online digital revenue and monthly recurring donations
- Easy onboarding and unlimited support

The Client

UNICEF USA



INDUSTRY
Non-Profit

The United Nations Children’s Fund (UNICEF) is dedicated to the wellness of children all over the world, providing health care, immunizations, safe water, emergency relief, and more to children in over 190 countries. UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world’s most vulnerable.

The Challenge

Improving the donor experience to boost recurring donations (and revenue)

Tobes Kelly, UNICEF USA Vice President and Head of Digital (Revenue, Marketing, & Operations), and his team invested a lot of time and money ideating on how to improve their online giving experience.

The Digital Marketing Team’s conversion rate optimization process involved meticulously testing multiple variables at a time, analyzing the results, and then collaborating with cross-functional partners to make those edits.

While the multi-faceted testing process was increasing conversion rates and revenue, the team had a long list of variables they wanted to test.

But UNICEF USA was challenged to meet several ambitious goals, beyond conversion rates:



Improving the donor experience



Optimizing the “ask” to maximize donations



Increasing the number of recurring, monthly donors

While the team wasn’t actively looking to replace UNICEF USA’s donor platform, they were intrigued that one powered by artificial intelligence could help their goals.



“We weren’t necessarily looking for a new solution, as much as looking to maximize the learnings from our Conversion Rate Optimization (CRO) testing. If we had stuck with what we had, we would have seen more modest growth.”

The Solution

A frictionless donor platform backed by artificial intelligence

When UNICEF USA first learned about Fundraise Up, they compared their testing roadmap against the platform's capabilities. Fundraise Up had already done nearly everything on the team's list. Plus, the platform was backed by artificial intelligence that could dynamically suggest an optimal "ask" to potential donors.

The UNICEF USA team conducted A/B tests that compared their current form against Fundraise Up's platform. The revenue lift was substantial and the entire process went smoothly. The teams were impressed by how well the Fundraise Up team navigated UNICEF USA's various departments and balanced stakeholders' competing interests.

After a successful test, the UNICEF USA team rolled out the full Fundraise Up platform. The Digital Revenue Team was particularly enthusiastic about several features:

- Donation upsell that converts one-time donors to recurring monthly givers
- Artificial intelligence that dynamically optimizes the ask for each donor
- A user-friendly interface that gets donors to cover the processing fees
- An intuitive dashboard and back end that allows the team to create and update campaigns without burdening the IT team

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“The A/B testing results gave us the data that Fundraise Up was the smart decision. Our experience working with them pre- and post-platform adoption has been organized, logical and very responsive.”

The Result

300% more monthly donors and greater conversions

UNICEF USA's digital donors now experience an intuitive and frictionless process. Overall digital revenue has **increased by 50%** and UNICEF USA has increased their acquisition of monthly recurring donors by **more than 300%**.

90% of all donors now cover their processing fees allowing UNICEF USA to keep the entire donation and reduce credit card costs.

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“We're confident that we've found a great partner in Fundraise Up and a responsive team with whom we can build a long-term partnership.”

Convert one-time donors to monthly givers and improve your overall conversion rate.

See how Fundraise Up's highly efficient, intuitive platform
can help you convert more donors and boost revenue.

[Schedule a Demo →](#)