

Solve It Stories

Tales of Customer Success
from Our Partner:



How CURE International Achieved a 92% Retention Rate for Migrated Donors

The Challenge:

CURE International is a Christian nonprofit network of Children's Hospitals that provides surgical care in a compassionate, gospel-centered environment. Services are provided at no cost to families and made possible by the generosity of donors worldwide.

CURE International faced challenges in building strong, lasting relationships with donors, keeping their support, and encouraging them to give to their full potential. Donors, who were eager to help, often encountered obstacles due to limited payment options. Meanwhile, staff members lost valuable time navigating inefficient systems, reducing their capacity to focus on the heart of their mission – helping kids heal.

The Opportunity:

A frictionless donation experience that connects organizations with new donors and provides recurring donors with a reason to stay.

How do they ...

- Meet donors' expectations for preferred giving methods?
- Maximize donors' lifetime contributions?
- Decrease the excessive consumption of staff time and resources?

For CURE International, Fundraise Up's AI-powered donation form, tailored to donor preferences, was the perfect tool to increase recurring giving while improving donor retention rates.



“Migrating our recurring donations to Fundraise Up saves time and costs associated with maintaining our legacy system, and eliminates the need for multiple platforms. The experience working with the Fundraise Up team was efficient, positive, and professional.”

Kevin de Smidt

Head of Technology, CURE International



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The Successful Outcome:

CURE International partnered with Fundraise Up to elevate regular giving. By using AI-optimized donation tools and offering multiple payment options, including Apple Pay, Google Pay, PayPal, ACH, and credit cards, CURE gave donors more ways to give and more reasons to stay.

Features like Upgrade Links, Tributes, and Reminder prompts created new pathways for donor engagement. CURE also adopted Fundraise Up's Elements UI kit, streamlining the donation experience without disrupting existing systems.

This has resulted in:

A decorative horizontal band with a light orange background. It features a blue bird perched on a branch on the left, a green leafy branch in the center, and a small purple butterfly on the right.

91%
retention rate
for recurring plans

**Millions in
donations**
attributed to Elements

A decorative horizontal band with a light orange background. It features a small orange bird perched on a branch on the right, and a green leafy branch on the left.

80%
increase
in donation size with
Upgrade Links

Takeaways to boost fundraising.

- Eliminate friction in the donation experience to increase conversion
- Meet donor expectations with preferred payment methods like Apple Pay, PayPal, ACH, and more
- Drive larger gifts using personalized donation requests informed by real donor behavior
- Generate additional monthly revenue by making it easy for donors to upgrade donations

**Learn more about Fundraise Up
on AppExchange.**

[Learn more](#)