

**SUCCESS STORY: BEYOND CELIAC**

# Beyond Celiac Uses Donation Matches to Help Increase Annual Online Gifts by 51%



**THE CHALLENGE:**

Support organizational growth into new celiac disease research with successful grassroots fundraising

**51% INCREASE**

**in online gifts** year over year

*“Classy’s campaign design and Salesforce integration truly helped us meet our fundraising goals.”*

*Senior Director of Donor Relations*

*“We’re bringing in dollars we never had. We started with small goals and kept hitting them.”*

*Assistant Director of Digital Media*

In 2018, Beyond Celiac introduced grassroots fundraising to support a major pivot from celiac disease awareness to accelerating a cure. They chose Classy as their platform to bring their vision to life with a main donation page, registration with fundraising, ticketed events, crowdfunding, and peer-to-peer campaigns.

The key to Beyond Celiac’s success is timely campaigns that include a strong donation match strategy. In 2020, their end-of-year campaign had a **\$20,000 match** from a major donor that helped drive a total **\$132,500** raised, which closed out the year with 51% more total annual online donations than in 2019.

The team uses Classy to effectively leverage donation matches and to track and target donors with thank you emails and promotions along the way. They even have their CEO personally thank each major donor.