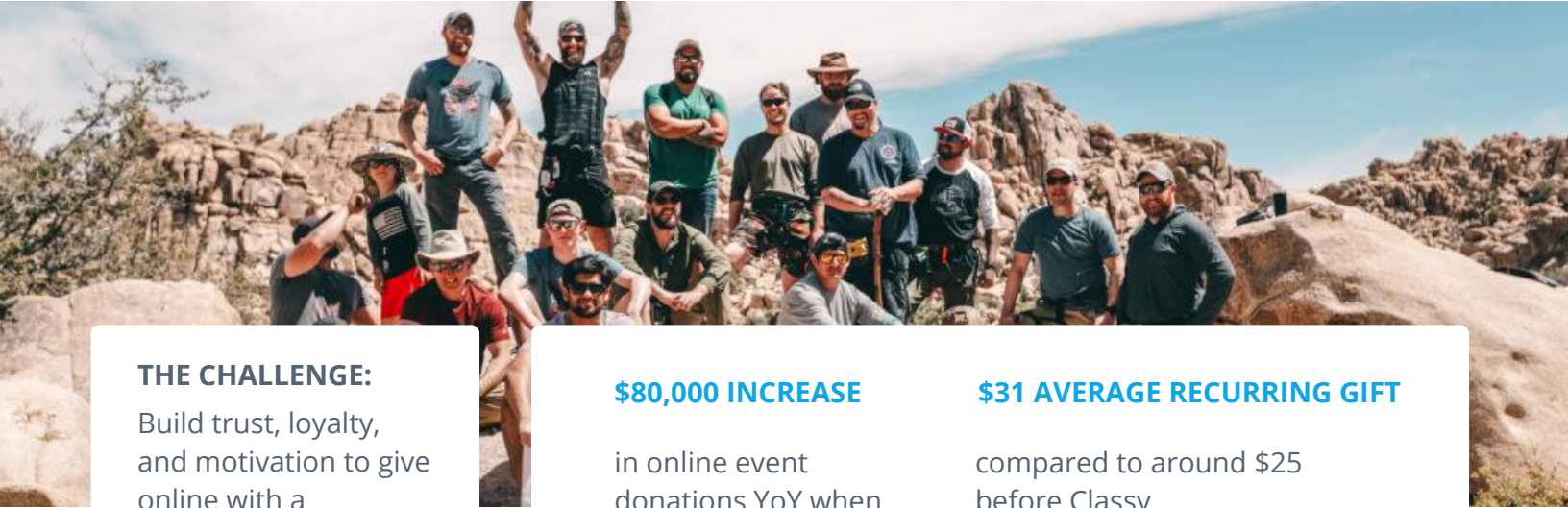


SUCCESS STORY: GALLANTFEW

GallantFew Uses Classy to Fuel Online Giving With a Strong Donation Page Experience



THE CHALLENGE:

Build trust, loyalty, and motivation to give online with a compelling donation page experience

\$80,000 INCREASE

in online event donations YoY when hosting it virtually on Classy in 2021

\$31 AVERAGE RECURRING GIFT

compared to around \$25 before Classy

As 2020 came to a close, GallantFew turned to Classy's giving experience to boost online donations and advance their veteran support.

“Donor experience, retention, and engagement are the biggest reasons we moved to Classy,” explained Liz Smith, GallantFew's development specialist.

The organization creates personal touches and a simple path to action through various features available on their Classy donation pages, like an activity wall to comment on each gift.

“We receive donor feedback that Classy is one of the best platforms they've ever used,” Liz added.

GallantFew's donors can give wherever and however through ACH and digital wallets, enabled by Classy Pay. Donors can also cover transaction fees, which 92% of them do.

Their commitment to donor experience paid off when GallantFew saw \$80,000 more in online donations from their 2021 event on Classy than 2020, with nearly one-third less registrants.

GallantFew integrates Classy with Double the Donation, resulting in \$7,000 of verified donation matches in 2021. They also leverage the Classy for Salesforce integration to streamline check donations, and use Classy for Facebook to activate fundraisers with video tutorials.