



## SUCCESS STORY: GOLDEN HARVEST FOOD BANK

# Intuitive User Experience Supports 720% Year-over-Year Growth for Annual Campaign



### THE CHALLENGE:

Donor complaints about their existing platform's online user experience prompted Golden Harvest Food Bank to adopt Classy's intuitive tools.

### THE RESULTS:

**\$173,476 INCREASE** in annual fall campaign donation volume on Classy from 2019 to 2020.

Golden Harvest Food Bank transitioned to Classy just days before the launch of their 2019 "It's Spooky to be Hungry" fall campaign to simplify the team registration process for peer-to-peer fundraisers.

Their previous platform caused donor confusion that threatened campaign success. Classy's intuitive platform simplified the transaction experience, allowing more supporters to get involved. They raised \$24,018 that year, followed by a **staggering \$197,494 in 2020 and \$212,994 in 2021.**



Within just one year, the fundraising growth we achieved on Classy surpassed all of our expectations.

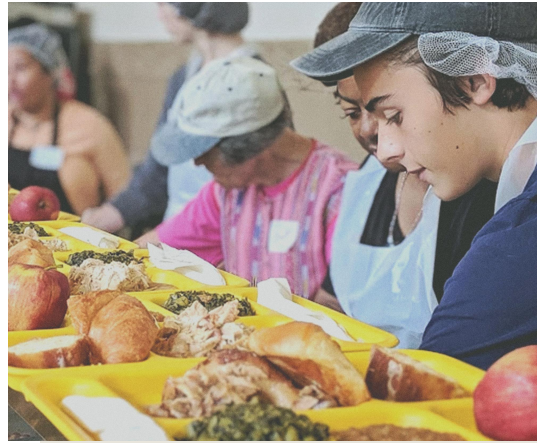
**Nathan Krupa**

Golden Harvest Food Bank  
Development Strategist

## Frictionless Payment Drives Record-High Donations

After the success of their fall fundraising campaign, Golden Harvest Food Bank also directed the main donate button on their website to Classy. Since making the switch, they've **raised nearly \$2 million** on the platform in just three years.

Classy's [digital wallet payment options](#) motivated both new and existing donors to complete their gifts with confidence. Because of this, the team doubled the size of their recurring donor base. With 300 loyal supporters now on board, Golden Harvest Food Bank is generating **\$176,000 in annualized monthly recurring revenue**.



Additionally, Classy's automated credit card updating feature helped avoid unnecessary churn and boosted recurring donor retention as a result.

Golden Harvest Food Bank adopted [PayPal](#) in December 2021 to further optimize their donation pages. After raising \$13,000 in just one month's time with this new payment method, their team is optimistic about growth.



We've experienced so many big wins since switching to Classy, including **doubling the size of our recurring giving program** and providing a **frictionless donor experience for our community**.

Nathan Krupa

Golden Harvest Food Bank Development Strategist