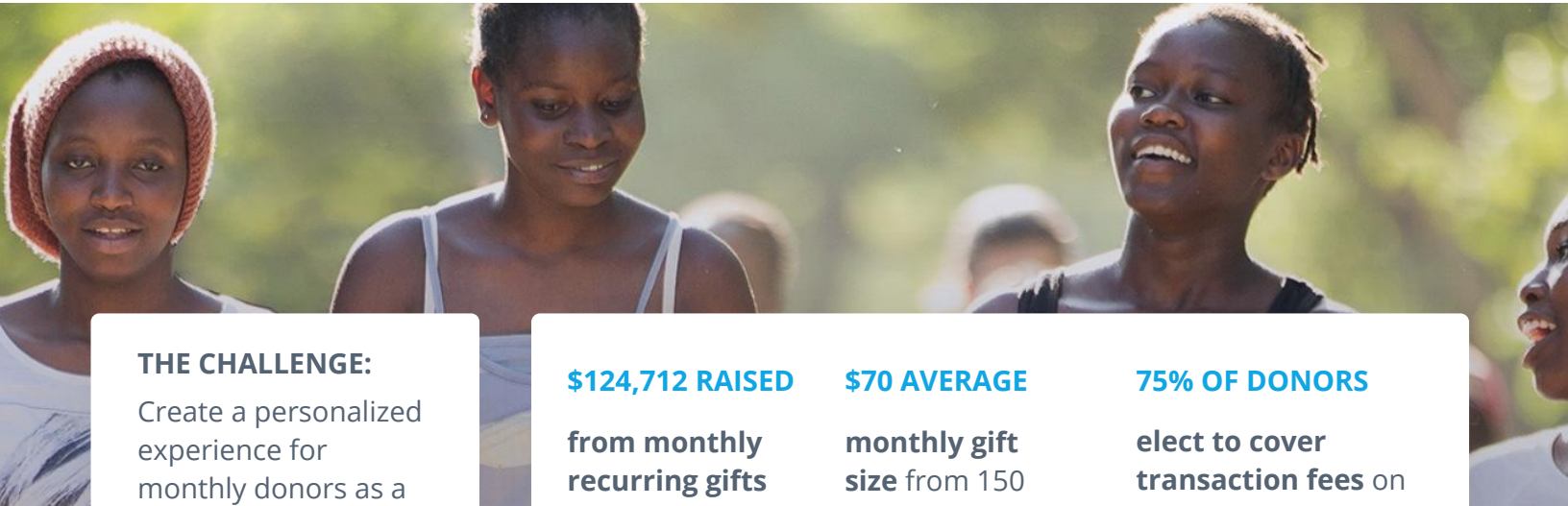


**SUCCESS STORY: MANY HOPES**

# Many Hopes Modernizes Their Recurring Giving Program With Classy

**THE CHALLENGE:**

Create a personalized experience for monthly donors as a seamless extension of a successful main donation page

**\$124,712 RAISED****from monthly recurring gifts****\$70 AVERAGE****monthly gift size** from 150 recurring donors**75% OF DONORS****elect to cover transaction fees** on their recurring giving checkout page

Many Hopes started with rescuing children from oppression in Kenya and expanded its impact to six countries. Twelve percent of their annual revenue comes from their recurring giving program, thoughtfully named *The Family*.

The organization wanted to create a custom giving experience for their recurring supporters, where they could articulate the specific difference this cohort would make. They created a dedicated crowdfunding campaign page on Classy to highlight the value of recurring gifts and the impact that *The Family* makes on their beneficiaries all year long.

Classy's customization modernizes the page to prompt action from page visitors.

Features such as recurring giving frequencies, suggested gift sizes, compelling impact blocks, employer matching, and quick payments like ACH through Classy Pay elevate the experience.

Many Hopes' events and special projects leader shared, "**The customization in our previous CRM wasn't exactly what we wanted. A donor's experience using Classy feels on-brand with what we do.**"

Many Hopes uses Classy to run their main donation page and multiple other campaigns with seamless integration to their CRM, Virtuous. Stronger data allows them to keep fundraising fresh, compared to the manual process they once had with DonorPerfect.