



**SUCCESS STORY: OPERATION BROKEN SILENCE**

# Operation Broken Silence's Donate Button Strategy Contributes to 478% Revenue Increase in 5 Years



## **478% GROWTH**

in total revenue since 2015

## **549% INCREASE**

in total supporters in just five years

## **1,128% JUMP**

in total number of recurring donors since joining Classy

## **865% RISE**

in total monthly giving revenue since joining Classy

## **\$219 AVERAGE GIFT**

for one-time donations

Eager to solve their fundraising frustrations, Operation Broken Silence (OBS) made the switch to Classy in 2015 looking for a more seamless and visually appealing way to engage donors.

One of their major implementations was linking their website main donate button to a Classy donation page. The team then decided to experiment with a unique feature—a drop-down menu on the donate button offering six ways to give.

The drop-down menu includes one-time donations and recurring gifts as the primary calls to action, which connect donors to custom Classy donation forms with suggested giving amounts, digital wallet payment options, and a powerful video. The drop-down also offers cryptocurrency, stocks, Venmo, and mail-in checks as alternative giving options.

Since joining Classy in 2015, OBS has seen a 478% increase in total revenue, 1,128% increase in number of recurring donors, and 865% increase in total monthly giving.