

American Heart Association increases recurring revenue by \$1M with an optimized donation checkout

By integrating Fundraise Up into its content and fundraising strategies, American Heart Association grew engagement and made it easier for donors to give monthly.



The challenge

Connecting donors, content, and the giving experience

American Heart Association is the nation's largest voluntary organization dedicated to fighting heart disease and stroke. Through its website, heart.org, AHA connects more than 80 million annual visitors to findings from its research and free health and wellness resources.

While visitors browse the organization's website, they are encouraged to donate. But the site's giving prompts were leading visitors away from the content they were engaging with. AHA wanted to find a way to let supporters donate without having to go elsewhere on its website.

American Heart Association wanted a platform that could:

1. Enable supporters to give without redirecting them to other pages
2. Help it scale its monthly giving program
3. Easily integrate with its existing marketing stack

The solution

A donation checkout that replaces traditional giving forms

While researching donation platforms, American Heart Association discovered Fundraise Up. Fundraise Up offered an optimized donation checkout that would overlay on top of AHA's existing website content instead of redirecting donors to forms on other pages.

Now that AHA has implemented Fundraise Up, donors can click any donate button on heart.org, easily give, and immediately return to the content they were viewing.

The platform's ease of use has also encouraged greater donor support. Using Fundraise Up's recurring giving upsells, AHA has been able to effortlessly increase the number of donors converting from one-time to monthly support.

Upsells, modern payment methods, and Fundraise Up's Checkout have enabled immediate results. AHA has gone from acquiring just 1.5 monthly donors a day to now converting 12 a day.

“ Since implementing Fundraise Up, we are seeing 8x more monthly donors each day — and most of that is just by using the built-in features that Fundraise Up provides.



Josh McLemore

Director, Direct Response and Peer-to-Peer Fundraising
American Heart Association

The result

Greater engagement and revenue

900% ↑

increase in online
donations

20% ↑

lift in conversion
rate

\$1.3M ↑

more in annual
recurring revenue

**Increase recurring revenue with
an optimized donation checkout**

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