

# How Greenpeace Fund is driving fundraising growth with stock gifts



## RESULTS

**\$133K** Raised via stocks

**14** Online stock gifts



*When we started marketing the FreeWill Stock Tool, we saw an increase in gifts and inquiries. And we continue to see those spikes every time we market the FreeWill tools in our mailings, or with our email campaigns.*

**Rogelio Ocampo**  
Special Contributors Program  
Specialist & Planned Giving  
Associate

## THE CHALLENGE

Greenpeace Fund, a nonprofit organization that continues the work of Greenpeace Inc., needed a way to maximize their stock marketing outreach. Since they only accept individual donations, and non-cash gifts drive fundraising growth, they wanted to make stock giving a bigger part of their fundraising strategy. While they were including information on how to donate stock in their regular mailings, they didn't have an easy, clear way for donors to give online.

## THE SOLUTION

Greenpeace Fund decided to sign up for the FreeWill Stock Tool, so they could give donors the opportunity to easily make a stock gift online, from the ease and comfort of their homes. The tool also provided their team with more information about their donors. Before implementing the Stock Tool, many of their stock gifts were anonymous, which made it difficult to thank and steward donors.

Now, when one of their supporters makes a stock gift on FreeWill, Greenpeace is able to collect their contact information and quickly send them a thank-you letter. This helps them create a more immediate connection with their donors, priming the relationship for future giving.