

gofundme™

Best Practices Guide



There are many factors that contribute to a successful fundraiser.

We've narrowed down our best tips and suggestions to help your fundraiser succeed from start to finish.

Creating your fundraiser



If you want to get people involved in your cause, you need to both **inform** and **inspire** them.

TELL A UNIQUE STORY AND BE TRANSPARENT

Successful fundraising requires being open about your financial need. Tell your story in honest and heartfelt words that you'd use to explain your cause to a friend, and highlight details that paint a personal and compelling picture.

Answer basic questions, such as:

- + Who is the fundraiser for?
- + What happened? Where? When?
- + Why is it important to you?
- + How do you know the beneficiary?
- + How will the funds be used?

Break down the costs that make up your fundraising goal. For example, "How the funds will be used: \$1,000 will be used for medical transportation and \$9,000 will cover Jennifer's unpaid leave from work to care for her children."

Read your story aloud while considering how it might sound to potential donors. Which details will inspire empathy and inspire readers to make a donation?

Use headlines and subheadings in your fundraiser description to break up text, making it easier to read. At the beginning of your fundraiser story, give a one-paragraph overview of your story to make it easy for readers to skim.

LANGUAGE

Generally, you want to be clear, concise, and heartfelt for best results. Make it clear in your title and first few sentences what you need funding for, and elaborate from there so people with more time can read on. Use **bold** and *italic* distinctions, and break your text into paragraphs or sections so that it's easier to read.

CONSIDER FUNDRAISING AS A TEAM

There can be power in numbers which is why GoFundMe offers a Team Fundraising feature so people can run a fundraiser as a group. Appointing a fundraising leader helps to create a plan and coordinate fundraising team members so that everyone is on the same page. Having a leader guiding your fundraising effort can go a long way. If you're interested in a full guide on team fundraisers, just let us know.

BENEFICIARY SETUP

You will have the option to add a beneficiary to your fundraiser, allowing them to withdraw funds to their bank account. Being clear about who will handle the money you raise and how it will be used helps potential donors trust your fundraiser and be generous. While not 100% necessary, and not always possible in emergency situations, including this information in your text upon launch is ideal. We also recommend getting withdrawals set up as soon as possible to avoid any unnecessary rush when it comes to withdrawal deadlines.

IMAGERY AND VIDEOS

For your main image, choose a clear, high-resolution feature photo that will attract donors and help persuade them to lend support. This is the first image people will see on your fundraiser and on social media. We recommend sprinkling in more images throughout the body of your story to broaden your appeal and show different aspects of your cause.

If possible, you can take it a step further and bring your cause to life with a simple video telling your story. We recommend keeping it short — 1 - 3 minutes is best —and filming horizontally for the strongest impact.

GOAL AMOUNT

If your overall goal is large, we suggest breaking it into a few milestone goals. Smaller, more realistic milestones can make a large goal seem manageable to those interested in helping. Their donation becomes a larger drop in a smaller bucket, and this psychology can encourage more support.

Remember, you can change your goal amount at any time so reaching milestones can be a perfect time to post an update celebrating your achievement and increase your goal to the next level. Keep in mind, this can bring new life to your fundraiser, get people involved again, and bring in new donors.

Sharing, amplification, & promotion practices



There are a few important things anyone acting as a formal or informal amplifier of your cause can do to aid in the success of the GoFundMe fundraising effort. This applies to all people affiliated with your cause, including the organizer, spokespeople, employees and volunteers, members, fans and followers, and influencers lending a hand. The more people spreading the word about your cause, the better.

TALK ABOUT YOUR GOFUNDME

When sharing your story and the need for support, it's crucial to express that the way to make a big difference is by visiting the GoFundMe. Mentioning that people can quickly and easily help by donating, sharing, and commenting on the fundraiser gives a range of ways they can get involved.

CONNECT WITH YOUR CLOSEST SUPPORTERS

Let the people closest to you or your cause know about the fundraiser first. Support leads to more support, so asking people to join you as being the first to donate or share will give your fundraiser initial momentum. Send personal outreaches to your closest supporters to get them invested in your cause and reach out to them via text, phone call, email, and social media.



GET PRESS COVERAGE

Getting your fundraiser in the local news will help more potential donors see your cause — it's not as hard as you might think.

- + Search for news stories about causes similar to yours, and seek out the journalists who covered those stories.
- + Give journalists a newsworthy hook. Why will their audience care?
- + Share your contact details so journalists can contact you.

INCLUDE THE GOFUNDME LINK

Whenever possible, include your fundraiser link. It will look like this: gofundme.com/YourURLhere. When you share the link, make sure you share it verbally and in writing so people know where they can take action. Wherever people are sharing, they should always give a clear call to action to donate or support through the GoFundMe link.

SOCIAL MEDIA IS YOUR FRIEND



Social media provides a quick and effective way to spread the word about your fundraiser far and wide. Facebook, Instagram, Twitter, and LinkedIn are all great platforms to start with. Meet your supporters where they are and choose to promote your fundraiser on the platforms that you frequent most often.

- + Once signed into your GoFundMe account, use the sharing buttons in your dashboard to share on Facebook, Twitter, LinkedIn, via text, and email.
- + Create a website or blog about your fundraiser to help build community online.
- + Click on the button with the "+" sign below your fundraiser story to get an embeddable widget for easy placement on your personal website or blog.
- + Start a fundraiser-based hashtag to help you and your supporters stay connected and spread the word.

Continued engagement

While sometimes a cause reaches the goal right away, many successful fundraisers take time to gain momentum. Engaging the community you're building on GoFundMe regularly is the way to go.

UPDATE POSTS

We've found that, as a trend, posting an update leads to new donations. When you post an update to your GoFundMe from within your account, you can choose to post it on your social media and/or email it to your



donors to re-engage them. Get creative and post different kinds of updates every few days or every week. Consider including the following elements in your update message:

- + Gratitude for the support you've received so far
- + New information about the cause: upcoming live events, news coverage, where to watch a livestream, photos from a recent event, the results of a competition, or why you're raising your goal
- + Call outs to certain donors, fundraising team members, and cause participants
- + Add videos and photos that create a deeper connection with your cause
- + A call to action for people to donate, share, and/or join your fundraising team, if applicable

SHARING OUTSIDE OF GOFUNDME

Share your update message across all of your social channels or share different information on your social channels throughout your fundraiser. Don't forget to include the link to your fundraiser.

SEND THANK YOU NOTES

There is no better way to show your donors you care than by sending them a thank you note. While it may sound simple, taking a few moments to write a heartfelt thank you can go a long way when it comes to building continued support. You can use these notes as a time to express gratitude and also ask your donors to continue to share the fundraiser on your behalf. All this can be done from your GoFundMe dashboard.

SUPPORTER CHALLENGES

To keep things engaging, we recommend posting various challenges for your supporters along the way, if applicable to your cause. For example:

- + Create a sharing challenge and reward the supporter who shares your fundraiser the most times by X date.
- + Challenge supporters to help you meet mini goals. *We hope to raise \$500 by Friday! Can you share the fundraiser, and help us get to our goal?*

