

Getting started with GoFundMe

Getting started



Story

We've found that successful stories include at least 1 to 3 paragraphs



Share

Share on more than 1 social media channel or network



Update

Updating your fundraiser within 7 days will help potential donors stay connected



Transfer

Add bank information so money can transfer as soon as possible.

Tell your story



Answers

Successful fundraising requires being open about your financial need



Images

Choose a clear, high resolution feature photo or video that will attract donors



Goal

Realistic goals seem manageable to those interested in helping

Building momentum



Talk

Mention that people can quickly help by donating, sharing, and commenting on the fundraiser



Connect

Tell the people closest to you or your cause about your fundraiser first and add them as an official Team Member



Social

Social media is a quick and easy way to spread the word about your fundraiser far and wide

Stay connected



Update

Posting more information to your fundraiser can potentially lead to new donations



Continue

Share your update message through social channels, emails, and text messages



Thanks

Thank you notes allow you to show gratitude and it's a time to ask donors to help share

GoFundMe Checklist

Getting started + tell your story

- Set up the basics of your fundraiser including your location, category, and who you are raising funds for.
- Choose your goal amount. (Dream big, start small. This can be changed at any time and you don't need to reach your goal to receive the money raised.)
- Sign up for a GoFundMe account with your name, email address, and a password.
- Verify and secure your account using your phone number.
- Add a cover photo or video that represents what you are fundraising for.
- Create a fundraiser title that is specific to your cause, using names or a call to action.
- Write a fundraiser story that is open and descriptive, and includes a bit about who you are, what you're raising funds for, and how the money will be spent.
- Publish your GoFundMe so that you can begin spreading the word. (Keep in mind, no one will see it until you start sharing it.)
- Once in your fundraiser management dashboard, navigate to the "Transfers" tab to set up your bank transfers or send a beneficiary invitation.

Building momentum

Sharing your fundraiser is key. Below are a variety of sharing ideas and options, but it's important to meet your community where they are. Share in whatever way feels natural to you, just remember to always include your fundraiser link.

- Post on your Facebook timeline with your fundraiser link and a brief description.
- Create a post on your Instagram and choose a compelling photo to accompany it.
- Don't forget to add your fundraiser link to your Instagram bio and tell readers to visit your bio in the caption.

Building momentum continued

- Add to your Instagram story each week with an update on your fundraiser.
- Post on Twitter with the link to your fundraiser and a call to action in your description.
- Add your fundraiser link to the bio section on all of your relevant social media platforms, which can be done in your social media account's settings.
- Host a live event on Facebook, Instagram, or TikTok discussing your fundraiser.
- Add a post to your Nextdoor newsfeed so that your neighbors and community members can learn about your fundraiser.

Stay connected

- Show your appreciation by sending personal thank you notes to each of your donors. Acknowledging others' support can go a long way.
- Post updates regarding your fundraiser's progress, reminders of important dates, and calls to action to continue sharing.
- If applicable, use updates as an opportunity to share quality photos and videos.

Wrap up

- Post a final update to your fundraiser letting people know your fundraiser is complete. Include a link to your favorite charity or another fundraiser for anyone who would like to continue helping.
- Use the thank you feature in your fundraiser management dashboard to thank all of your donors.
- Look at the Transfers tab of your fundraiser management dashboard to ensure all money has been withdrawn and you have all of the information you need (you can check back at any time in the future if you need to).