

Tips for your GoFundMe



A lot of effort and emotion goes into running a fundraiser, so we've gathered our best tips and practices to guide you through the process.

Telling your story

It's important to clearly tell your story. You should emphasize why you're asking for help and the impact donations will have – in 1-3 paragraphs. The more specific you are with the title of your fundraiser, how you'll use the funds, and your timeline, the more your community will be inspired to help.

Sharing your fundraiser

Sharing your fundraiser is the key to success on GoFundMe, because the more you share, the wider the audience will be for your fundraiser. Meet your prospective donors where they are by sharing in more than one place, more than one time, and include your link every time you share.

We recommend sharing within the first 10 hours of creating your fundraiser. Research shows that fundraisers shared 6+ times within the first few days are 3x more likely to raise more donations.

You might not be sure where to start, but luckily, we have some tips.

Connect with your closest supporters first

One of the best and more personal ways to share is to send your fundraiser link via email or text message to friends and family. To do this from your GoFundMe account, simply click the “Share” button on the top right of your dashboard, and you will be presented with these options and more.

When sharing via email or text, it's important to include a message explaining why you're raising funds and how much the fundraiser means to you. And, of course, include the fundraiser link with an ask for donations.

Reach people quickly on social media

Social media is a very effective way to spread the word about your fundraiser far and wide. Facebook, Instagram, Twitter, TikTok, NextDoor, and LinkedIn are all great platforms to start with. We recommend posting on every platform where you have an active account.

Each platform has its own capabilities, such as posting a story or “going live”. You should choose whichever option you feel most comfortable with, but the important thing is to make sure you speak from the heart and explain why you’re raising funds.

Here are a few ideas to get you started:

- 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
- 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 social media platforms, which can be done in your social media account’s settings

For all of the options listed above, be sure to include something along the lines of **“Please consider donating to my fundraiser and sharing with your friends and family”** and don’t forget to include your fundraiser link.

Consider fundraising as a team

If you are a part of a sponsorship group, consider leveraging GoFundMe’s Team Fundraising capabilities to raise money together on a single fundraiser.

Encourage team members to help share the fundraiser, post updates, and thank donors with their own account. 5 heads are better than 1! Like each other’s posts and re-share them. Amplify each other’s networks - the more you share the more of a ripple effect you can create.

Using QR codes to share in person

Another convenient way to share your fundraiser is by using a QR code. A QR code is a type of barcode that people can scan from their phone, which will automatically bring them right to your fundraiser page.



Using QR codes to share in person continued

To create a QR code for your fundraiser, just follow these steps:

1. Select “Share fundraiser” in the top right of your dashboard
2. Click the QR code option
3. Download or print the generated QR code and start sharing

You can put this code on posters, print it out on cards, paste it into an email, or any other creative ideas you want to explore.

Keeping donors updated

The update feature allows you to keep current and potential donors involved in your journey. Current donors are connected to your success and want to hear from you. Potential donors see updates on your fundraiser as a reminder of your needs.

Successful fundraisers typically post an update (or more) a week. Updates will be emailed to all subscribed donors and shown publicly on your fundraiser. Not only does this keep donors informed, it can motivate people to continue sharing and/or donating.

When writing your update, consider including the following:

- A photo or video - Images create a connection between donors and your cause.
- They can see the individuals they’re helping and how their money will be used.
- New information about the fundraiser - If there’s been a change in use of funds or a status update, you can let your donors know.
- A share request - Kindly ask donors to share with their friends and family if they’re able.
- A thank you - Donors support you emotionally as well as financially. Let them know how much you appreciate their good vibes and thoughts.
- Words from supporters - If a supporter has shared words of encouragement, you could highlight them in an update.

Here's an example of an update message:

Hi everyone, I want to take this opportunity to thank you all for your thoughts and donations which have made a big difference. I am so proud of the amount I've raised via RAGBRAI for this incredible charity. If you can, please share my fundraiser link (Insert Link Here) with your community. Spreading the word is a huge help. More photos to come next week!

Saying thanks to donors

As an organizer, you can thank all your donors at once using GoFundMe's thank you feature in the fundraiser management dashboard. Aside from showing your appreciation and keeping lines of communication open, thanking donors can also keep your fundraiser's momentum up.

Here is an example of a well-crafted thank you note:

Hi, I can't thank you enough for your generous donation to my fundraiser. It means so much to me, and it's truly going to help this community. I'd be forever grateful if you could share my fundraiser link, (Insert Link Here), with your community. Spreading the word is incredibly helpful to my success. Thanks again!

Templates

If you're looking for a creative way to share your fundraiser or updates on GoFundMe or on the platforms listed above, you can create a fun visual to post using these Canva templates:

- [GoFundMe Update Post](#)
- [Facebook Post](#)
- [Instagram Story](#)
- [Instagram Post](#)
- [Twitter Post](#)

