

Getting started with your GoFundMe Nonprofit Page

gofundmePRO™

Contents



CHAPTER 1

Common questions _____ 2

CHAPTER 2

Nonprofit Pages _____ 4

CHAPTER 3

Community-led activation _____ 8

CHAPTER 4

Sharing your nonprofit from GoFundMe _____ 11

CHAPTER 5

Receiving funds through PayPal Giving Fund _____ 13

Intro



Welcome! Whether you're looking to reach new donors or build deeper relationships with your supporters, we're here to help you make the most of GoFundMe Pro, starting with the GoFundMe platform and community.

The partnership between GoFundMe Pro and GoFundMe is incredibly powerful for our nonprofit partners. It's the culmination of nonprofit fundraising tools, powerful insights, and the world's largest giving community.

Our vision is simple: to make it easier for people to discover causes they care about and for nonprofit organizations to connect with passionate donors who want to make a difference.

Together, we have a community of 200 million, who have collectively given over \$40 billion to causes they believe in. We aim to turn these incredible givers into a vibrant, activated community that can easily champion the missions of nonprofits like yours.

We're thrilled to share this guide with you! Take your time exploring—it's designed so you can jump straight to the parts most relevant to your needs. And if you have any questions along the way, our friendly Care team is always here to help through the [Help Center](#).

Want to learn more about everything GoFundMe Pro offers? Visit us anytime at [GoFundMe Pro](#).

Common Questions

Let's start at the beginning, with some frequently asked questions from organizations just like yours.

Why should my organization use GoFundMe?

You'll have access to:

- A trusted fundraising platform with 90% aided awareness in the United States
- The world's largest giving community (200M!)
- Your organization's Nonprofit Page with access to data on your supporters—both donors and fundraisers—once verified
- The opportunity to get discovered by new donors and receive funds via direct donations or fundraisers created on behalf of your nonprofit
- Continued innovations that benefit your fundraisers and supporters
- Fundraiser success materials and a dedicated Care team for support

What does GoFundMe cost?

Anyone can start using GoFundMe for free today. It's free to start and manage a fundraiser for a verified nonprofit, so your supporters can fundraise confidently. Once a fundraiser receives donations, a small transaction fee is deducted from each donation. Transaction fees vary slightly by country, [so see our pricing page for your details.](#)

Donors have the option to leave a voluntary tip for GoFundMe, and the tip amount can always be changed to \$0. Voluntary tips help us to do more good

in the world, while providing a secure experience for you and others. Check out our [pricing page](#) for details about GoFundMe Pro pricing tiers.

How does my organization get the funds?

GoFundMe currently partners with PayPal Giving Fund (PPGF) to send funds raised for certified nonprofit fundraisers. If you're enrolled with PPGF, you can receive funds directly to your business PayPal account, and if you aren't enrolled, funds will be disbursed via a check in the mail. We'll provide more information on both options in a later chapter.

Additionally, GoFundMe Pro customers get access to GoFundMe Pay – a trusted payment processor for our nonprofit customers, providing a more connected, faster payout experience and streamlined reporting in your GoFundMe Pro account.

How long does it take to raise funds on GoFundMe?

There is no minimum or maximum time to run a fundraiser and no deadline to reach the set goal. For fundraisers started on behalf of your organization, all funds raised will be sent to your organization, regardless of whether or not the fundraiser's goal is met.

Why did GoFundMe create Nonprofit Pages?

GoFundMe has always been a place where people can fundraise for nonprofits and give directly to them. Every month, more than 100 million people visit GoFundMe, and many of them are searching for nonprofits to support. We created Nonprofit Pages in response to this growing trend.

In 2024 alone, more than 65,000 nonprofits received donations on GoFundMe. We wanted to lean into this behavior and make it even easier for people to support nonprofit causes.

Nonprofit Pages help connect nonprofits with new donors and empower supporters to give and fundraise, and enable communities to rally behind the causes they care about.

Why would I want a Nonprofit Page? What are the benefits to my nonprofit?

100 million people come to GoFundMe each month looking for ways to help and many want to support nonprofits. Nonprofit Pages are a way that organizations can be discoverable to this community. Every day, we hear from our nonprofit partners how difficult and expensive donor acquisition can be today. Nonprofit Pages enable organizations to reach new audiences of potential supporters.

It is critical for organizations to show up on multiple surfaces — from social channels to your website — to reach potential supporters. Your Nonprofit Page lets you organically show up on the GoFundMe surface, and be discovered by a massive community of people who are actively looking to give and get involved.

When your organization receives direct donations or donations through supporter-led fundraisers, you get access to all that unique donor data once you've claimed your page, to fuel future stewardship and connection with supporters.

How was my Nonprofit Page created?

Your Nonprofit Page was created using publicly available data from the IRS, as well as information from trusted third party sources. GoFundMe uses this data to generate pages for verified 501(c)(3) organizations to make it easier for people to give and fundraise on their behalf. All donations made through these pages are disbursed to nonprofits, and we are continuing to add more ways for your organization to manage your presence and engage donors on our platform.

Nonprofit Pages

GoFundMe provides 501(c)(3) public organizations with a unique opportunity to showcase their organization's brand on a platform where thousands of passionate supporters are showing up eager to give back. Nonprofit Pages allow people to easily search for, discover, and donate directly to nonprofits.

Fundraising for your nonprofit has never been easier as supporters can create fundraisers from your verified Nonprofit Page in just a few clicks. They can choose from prebuilt fundraising templates for special occasions—like birthdays, graduations, weddings, and memorials—or more traditional DIY fundraising. Your Nonprofit Page will track GoFundMe fundraisers created for your organization, donations made, and information like EIN, mission, and links to your socials and websites.

With millions of people engaging on GoFundMe, your Nonprofit Page can serve as an excellent organic awareness and acquisition tool for your organization. Consider GoFundMe a new and strategic channel to reach new potential supporters and fundraisers. To take advantage of all the benefits provided by your Nonprofit Page, you'll need to claim your Nonprofit Page on GoFundMe.

“The more ways people can find out about Cure Sanfilippo Foundation, the happier we are. Having our Nonprofit Page makes it possible for families to connect with us in a place where they might already be, find resources, fundraise for their own treatments, and donate to continue our fight for a cure.”

Katie Walton, VP of Marketing
Cure Sanfilippo Foundation

Claiming your nonprofit on GoFundMe

To have a visible Nonprofit Page and access valuable donor insights, you'll need to claim your organization and confirm your connection with the organization. To get started, we recommend that the individual creating the nonprofit account and claiming your nonprofit holds one of the following, or similar, roles:

- Fundraising Manager
- Donor Relations Manager
- Executive Director
- Board Member
- Treasurer/Assistant Treasurer
- Senior Leadership

Once the individual who will be managing your account is identified, they will want to set up a GoFundMe nonprofit account. We suggest using your official work email through your organization to sign up [here](#).

1

Search for your organization to claim or request access.

2

Submit documentation using the ID verification tool to confirm your connection.

3

Once verified, we'll send you an email to let you know how to log into GoFundMe Pro.

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1 of 4

Find Your Nonprofit

Select your nonprofit to begin the claim process

Your GoFundMe nonprofit page View Page

Raised \$176,168.00	Donations 3,608	Fundraisers 18
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Overview Edit Logo Edit

From your GoFundMe Pro account, you'll have access to all account features, including access to your donor and transaction data.

Note: Once your Nonprofit Page is verified, you can [add additional admins](#) from your Manage Page settings or by reaching out to the GoFundMe Customer Success team.

Claiming your nonprofit on GoFundMe is an important step that will result in your organization having a verified Nonprofit Page on GoFundMe. As a verified nonprofit, not only will you receive admin access to donor and fundraiser data, but this will also help boost the credibility of your organization on GoFundMe for potential new supporters to discover and support your nonprofit.

Data you receive with admin access

After claiming and confirming your organization through GoFundMe, you'll gain access to insights on your donors and fundraisers. Along with receiving an email every time a fundraiser is created on behalf of your organization, you'll also be able to access the following:

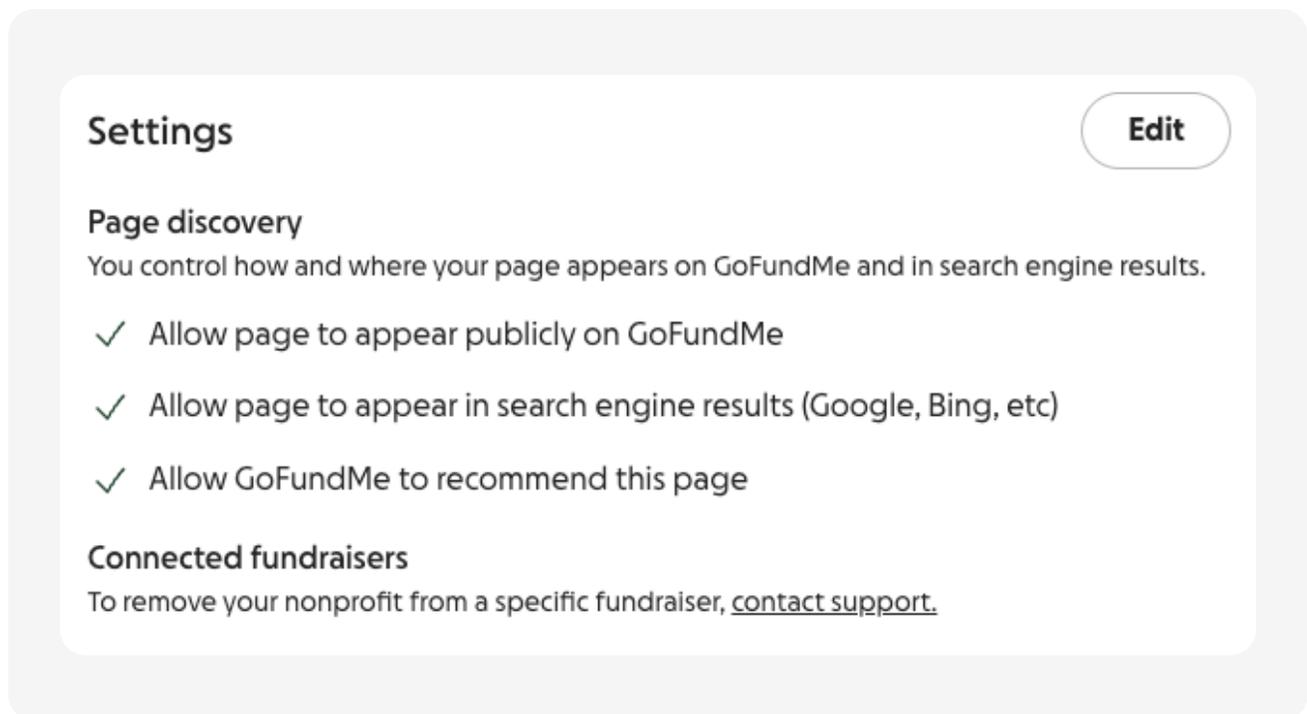
- Supporter contact information like name and email address for anyone who has fundraised for your nonprofit or donated to your nonprofit—directly or via another supporter's fundraiser (as long as they've opted into communication)
- Date, time, and amount of donation
- Where the donation came from—a fundraiser created for your nonprofit or from your Nonprofit Page
- A list of all fundraisers created for your nonprofit

Edits you can make to your Nonprofit Page

To get your Nonprofit Page started, GoFundMe pulls your organization's information directly from your governing body. If your organization's information isn't up-to-date, you'll be able to [edit your nonprofit details](#) along with page discovery settings for your Nonprofit Page, once verified.

To edit your page discovery settings, follow these steps:

1. Log into your GoFundMe Pro account
2. On the GoFundMe Channel page, scroll to “Page discovery” and select “Edit”
3. You’ll see a few options to opt-in to:
 - Allow page to appear publicly on GoFundMe
 - Allow page to appear in search engine results
 - Allow GoFundMe to recommend this page
4. Choose your toggle options, and you’re set (Please allow a few days for your page to be removed from search engines.)

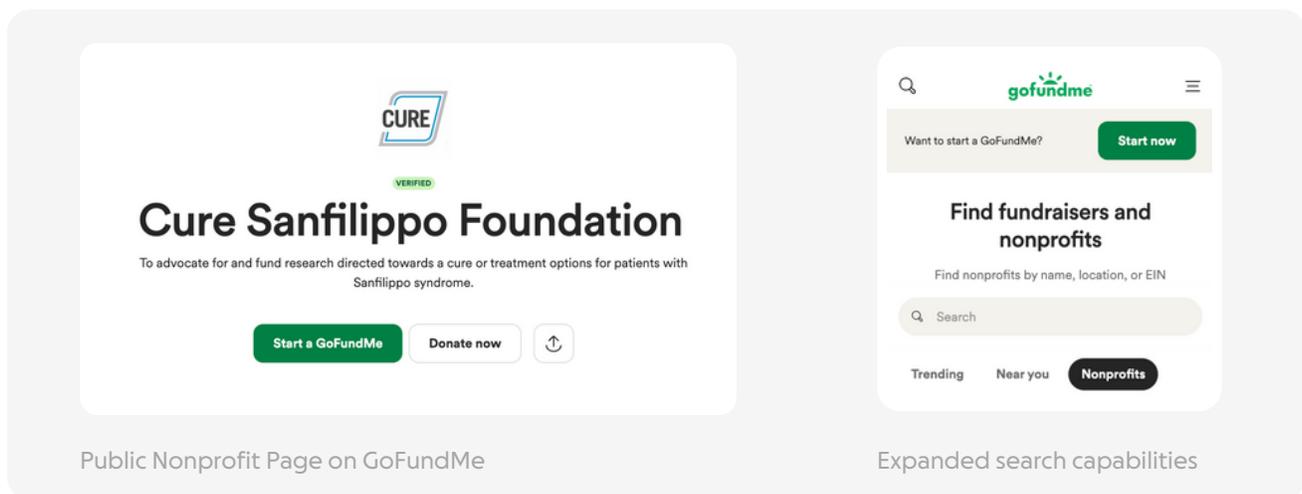


Community-led activation

One of the benefits of the GoFundMe platform is the vast community of supporters who are eager to give back. We want to make it easier for this community of givers to support the causes they care about, particularly those causes powered by nonprofits. That starts with intuitive search and discovery tools natively built into the GoFundMe platform.

With expanded search capabilities, users can search for a nonprofit on GoFundMe and learn more about that organization through their verified Nonprofit Page.

Not only this, but with clear calls to action to support and share, a user can donate directly to the nonprofit, start a P2P fundraiser on their behalf in just a few clicks, and have access to multiple sharing options. Supporters can even live stream a fundraiser directly from GoFundMe, with GoFundMe's [live fundraising tools](#) built to help supporters [amplify nonprofits and other causes they care about](#) in more places.



Amplify supporter-led fundraisers on GoFundMe

Any individual can create a P2P fundraiser on GoFundMe that benefits your verified organization. With more and more individuals taking this step, below are some suggestions to help make these fundraisers as successful as possible.

1

Establish your nonprofit's brand on GoFundMe

After claiming and verifying your Nonprofit Page, review and make edits to best reflect your cause and draw in potential supporters that resonate with your mission.

2

Coach your supporters

Consider creating a [fundraiser toolkit](#) and sending targeted emails or texts customized to fundraiser profiles. For example, deploy personalized coaching messages to your \$0 fundraisers, first-time fundraisers, and any fundraisers who are approaching key milestones.

3

Deputize responsibilities

Equip supporters with helpful resources to organize a [“train-the-trainer” coaching call](#) to empower top advocates or team fundraisers to spread the word to their networks too. This support from a team leader can go a long way in boosting overall campaign success. GoFundMe also offers co-organizer capabilities, so that multiple people can manage a fundraiser together.

4

Fundraiser amplification

Consider providing extra air-cover to GoFundMe fundraisers by targeting your existing donor-base. For example, you might send targeted emails to previous donors and fundraisers encouraging them to donate to a GoFundMe fundraiser or spin up their own GoFundMe fundraiser to support your organization. **If supporters run a successful GoFundMe fundraiser, they'll be more likely to organize again.**

If supporters run a successful GoFundMe fundraiser, they'll be more likely to organize again.

5 Add GoFundMe fundraising to your website

Add GoFundMe fundraising as an option on your website. Let supporters know how easy it is to create and launch a fundraiser on your behalf, whether for their birthday or a different special moment in their life.

6 Cross-promotion to social and more

Lead by example—encourage DIY fundraisers to share their GoFundMe fundraisers on socials by highlighting these fundraisers on your own social channels. We also recommend promoting your Nonprofit Page on your social media, email newsletters, nonprofit website, etc. so that your followers know they can find and support you on this channel.

7 Highlight fundraiser impact

Show how supporters' efforts make a difference by sharing stories of how you've used funds in the past, and be transparent about where this year's funds will go. Highlight your top 10% of supporters by recognizing them on your owned channels, such as website or social.

8 Measure success

Use insights from your Nonprofit Page to optimize success of future fundraisers by tailoring messaging and strategies to donor preferences.

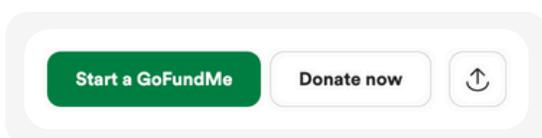
Sharing your nonprofit from GoFundMe

We can't emphasize enough the power of sharing. Based on recent GoFundMe research, 40% of donors say they share a cause or fundraiser by posting it to their social media channels. And 46% of Gen Z say people should share on social media when they make a donation. We see the impact of sharing for individual giving on GoFundMe and social media, and we think this same behavior can be adopted for sharing nonprofit causes and fundraisers.

We're building tools that aim to empower supporters to not only give and fundraise for the organizations they care about, but also encourage them to share about causes they care about. By empowering donors and supporters to share, it helps your organization unlock even more new communities of supporters, ultimately creating a network effect around giving with your nonprofit at the center.

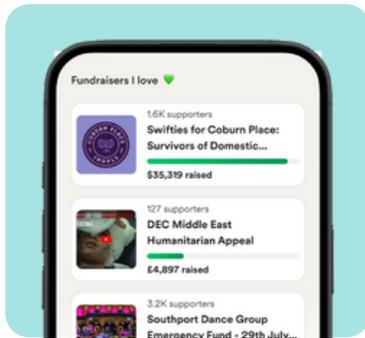
You can see this first hand with our [GoFundMe and Meta integration](#), an industry first. This social-first feature empowers your staff and supporters to share dynamic nonprofit fundraisers directly from GoFundMe to more social surfaces, like Instagram Stories or Facebook Feeds. We also automatically generate helpful sharing messages unique to each platform to help your supporters get over the uncertainty of not knowing exactly what to say when sharing.

Additionally, Nonprofit Pages make sharing your nonprofit to more channels easier than ever. Every Nonprofit Page has a share button so you and your supporters have smart, simple sharing tools for the most popular channels at your fingertips: social media like Facebook and TikTok, text message, newsletters or emails, and more.



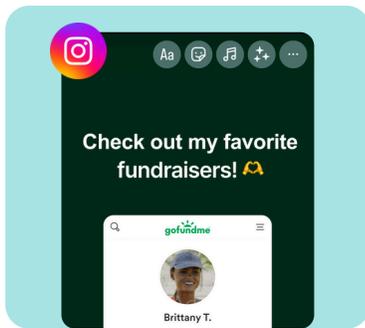
Tips for having supporters share your nonprofit

To reach as many potential donors as possible, you should ask those who already support your organization to share your Nonprofit Page or fundraisers with their networks—family, friends, and beyond. Here are four best practices your community can use to spread the word.



Share on your GoFundMe Profile

[GoFundMe Profiles](#) enable donors and supporters to curate a shareable list of causes they care about. We've made it fast and easy to add Nonprofit Pages, so you can ask supporters to add yours or fundraisers you're running to their profiles, and then they can easily share their profiles over social media, text, and more.



Share via social media

For a personalized touch, you can ask your supporters to post directly to [social media](#) about your nonprofit. If they're comfortable, you can ask them to include a bit about why they support your organization and the impact they feel your organization makes.



Send to your inner circle

If a supporter is particularly engaged with your nonprofit, they may also consider sharing your Nonprofit Page, fundraisers, or website directly with their close contacts over text or messaging services like WhatsApp.



Live-stream to your communities

Partner with [impact creators](#) to 'go live' for your cause. Live-streams are a great way to [engage with supporters](#) and make them feel the impact they're making with real-time donations.

Receiving funds through PayPal Giving Fund

GoFundMe partners with PayPal Giving Fund (PPGF) to securely send funds raised from certified nonprofit fundraisers. We make running fundraisers easy for your supporters by automatically handling and sending the funds directly to your organization—all they need to do is share their fundraiser with their communities!

How quickly your organization will receive funds depends on whether you're enrolled with PPGF. If you're enrolled with PPGF, funds raised will be paid out directly to your business PayPal account on a rolling monthly basis. Money donated through the 15th of the month is sent directly to your PayPal account at the end of that month. Any donations received after the 15th will be paid out the following month. You can learn more in this article for [steps to enroll with PPGF](#).

If your organization isn't enrolled, PPGF will send funds via check sent through the mail. The check can sometimes arrive within 90 days from when the first donation is received but can often take longer (3-5 months). The check will be mailed to the address on file with the applicable government regulator (IRS, Charity Commission, etc.).

If you aren't currently enrolled and would like to so you can receive funds more quickly, you'll need to complete enrollment by the 10th of the month to receive a payout that month. Otherwise, the funds will be paid out the following month.

GoFundMe Pro customers benefit from a simplified payout process through GoFundMe Pay, which consolidates reporting and payouts into a few easy steps.

PayPal Giving Fund Enrollment

Enrollment varies between each certified nonprofit supported country (United States, Canada, United Kingdom, Ireland, Australia), so you can [review this article](#) for specifics for your country.

In general, to enroll with PPGF you'll need to create a PayPal Business account or upgrade your existing account to a business account and confirm your charitable status with PPGF.

If you have any trouble, you can [contact PPGF directly](#).

Incoming donations are paused for my nonprofit

There are a few reasons donations may be paused on a fundraiser you or others have created for your nonprofit:

- A change in the organization's status with a government regulator
- PayPal Giving Fund issued checks that remained uncashed/expired for a long period of time

To allow donations again, you'll need to work with our team and PPGF. To do so, [visit this article](#) and use the "Contact us" button.

Once you've sorted out how you'll be receiving payouts to your nonprofit, you're set to continue fundraising and managing your organization's data with GoFundMe.

More ways for donors to give back

Donor Advised Funds for US nonprofits

We've partnered with Chariot to allow donors to donate to certified nonprofit fundraisers through Donor Advised Funds (DAF). This option is only available for US 501(c)(3) nonprofits. If you've received funds through a DAF donation, you'll receive an email from Chariot letting you know that funds are available with instructions on how to create an account to receive them.

Follow these steps to set up electronic transfers for DAF donations:

- **Create an Account**
Either from the email Chariot sends or visit app.givechariot.com/signup
- **Verify Your Email**
Check your inbox and verify your email address.
- **Connect to Your Nonprofit**
Link your Page to your nonprofit organization.
- **Verify Banking Information**
Confirm your nonprofit's banking details to receive electronic payouts.

GoFundMe Giving Funds

GoFundMe launched a donor-advised fund product that makes giving accessible to everyone. No fees, low entry points, and built-in discovery for your nonprofit.

Gift Aid for UK charities

When donating to UK certified charities on GoFundMe, donors are given the option for Gift Aid in the donation process. If your organization is eligible to receive Gift Aid, PPGF files for Gift Aid with His Majesty's Revenue & Customs (HMRC) after delivering the original donation to the charity. The Gift Aid money is typically available 15-45 days after the payout and added to the next scheduled payout. If a check is issued to a charity that isn't enrolled, the funds will be sent out in the same check as the payout for donations.

Thank you for making GoFundMe a part of your charitable activities, and know that our Customer Care team is always ready to help if you have questions. You can get in touch with the “Contact us” button in the [Help Center](#).

Ready to get started with GoFundMe?

[Start by claiming your nonprofit today.](#)

Looking for even more comprehensive online fundraising solutions? Check out everything [GoFundMe Pro](#) has to offer.

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