

Guide to Charity Fundraising



Getting Started

If you want to get people involved in your cause, you need to both inform and inspire them. Your fundraiser story is your chance to tell potential donors who you are, why you're raising money for your chosen charity, and how the funds will help those in need. Consider including the elements below in your story:

- Emphasise your personal connection to the charity and their cause.
- Let donors know how their funds will help the charity.
- Encourage them to opt into Gift Aid. *(100% of Gift Aid goes directly to the charity)*

While your fundraiser can start receiving donations right away, no one will know your fundraiser is active until you start to share it.

Remember, sharing is the key part to getting donations on GoFundMe. If you aren't sharing your fundraiser with your friends, family, and community, then it's not likely to get donations. Using your personal network can help get you closer to your goal for your chosen charity.

Two (or three, or four) heads are better than one! Teams makes it easier to raise money as a group together on one GoFundMe. By selecting the Team Fundraising option, you'll be able to invite people that will play a helpful role in the managing aspect of your fundraiser. GoFundMe will track what donations come from which team member's efforts.

Create a Team



Engage Your Supporters

Updates

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.

Thank You notes

Thank You notes are another wonderful way to engage directly with your donors. You can choose to thank donors individually or you can send Thank You notes to all your donors at the same time.

Consider including the following elements in your Thank You notes/update messages:

- Gratitude for the support you've received so far
- New information about the cause, upcoming live events, where to watch a livestream, photos from a recent event, 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 chosen charity
- A call to action for people to donate, share, and/or join your fundraising team, if applicable



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 or from the charity itself.

Photos & Videos

