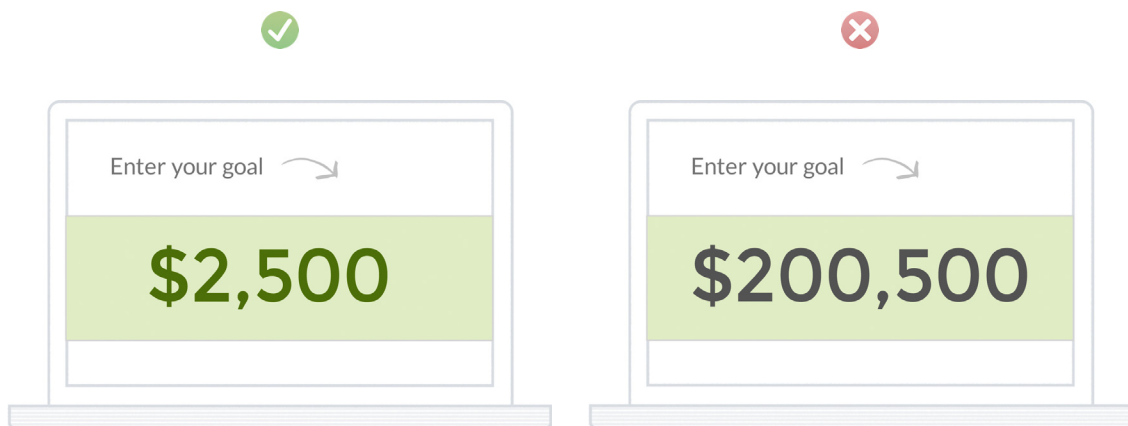# Guide to Fundraising

Creating your Campaign

1. Set realistic goals

Your goal amount should be realistic and relevant. For example, are you raising money for a study abroad trip? Which amount below would be a more practical target for your campaign?
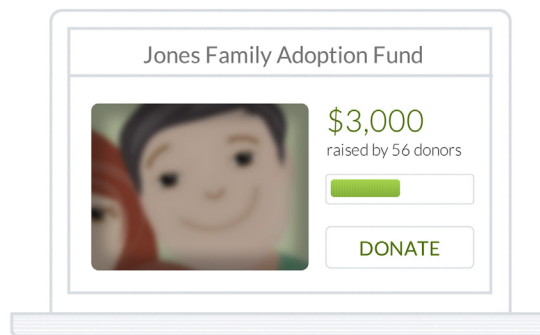
Enter your goal
$2,500
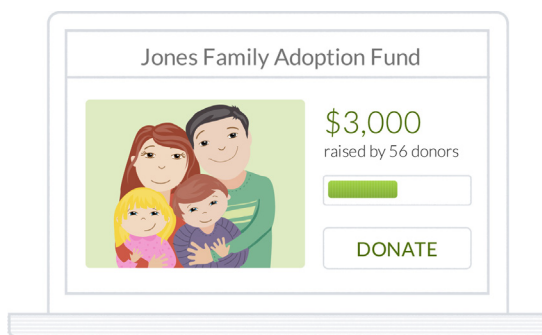
Enter your goal
$200,500

2. Choose a memorable title

Your campaign title should be short, memorable, and capitalized.

Enter your campaign title
Amy's Cancer Warriors

Enter your campaign title
my donation page
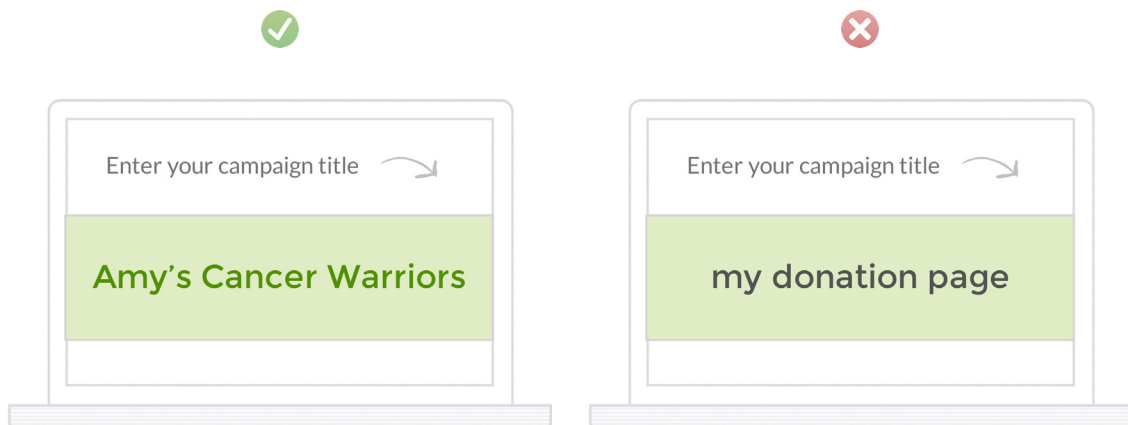
Creating your Campaign

3. Choose an appropriate photo

Make sure your campaign photo is bright, in-focus, and helps tell your story.

Jones Family Adoption Fund

$3,000
raised by 56 donors

DONATE

Jones Family Adoption Fund

$3,000
raised by 56 donors

DONATE

4. Be clear in your description

Your campaign description should explain why you're raising money. Be sure that it's clear and concise. Remember to proofread to catch any mistakes!
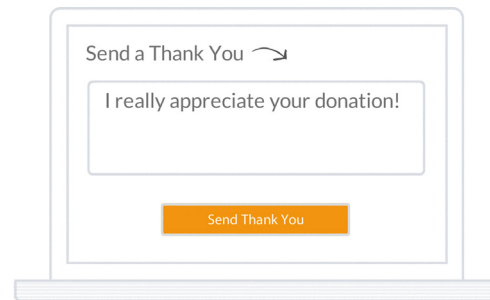
Expert Tip! Verifying your campaign by connecting a Personal Facebook account will add an extra layer of trust for your donors!
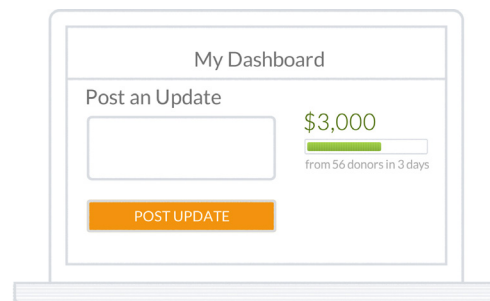
Managing your Campaign

1. Send a thank you

Be sure to thank your donors by sending them each a personalized Thank You Note. Recognition adds a personal element!

Send a Thank You

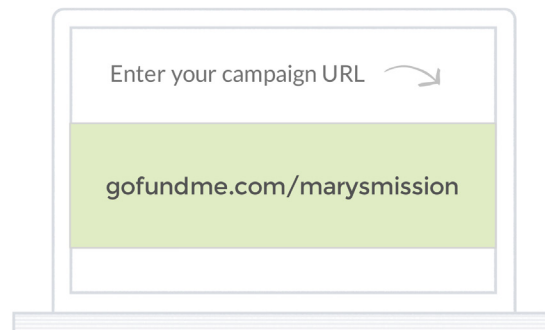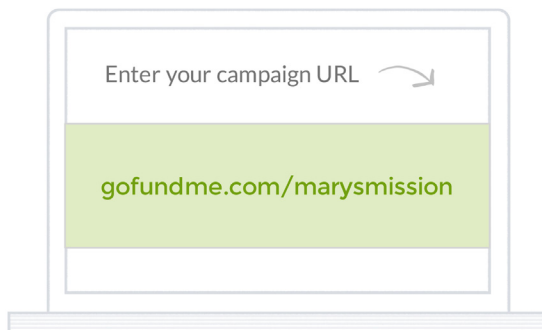I really appreciate your donation!

Send Thank You

2. Post updates

Keep your donors in the loop by posting frequent campaign updates. This helps your audience understand how their donation directly impacts you!

My Dashboard

Post an Update

$3,000

from 56 donors in 3 days

POST UPDATE

3. Customize your URL

Make your campaign unique by creating a custom URL - it's easier for people to remember, and more fun to share!

Enter your campaign URL

gofundme.com/marysmission

Enter your campaign URL

gofundme.com/marysmission

Sharing your Campaign

1. Share on Facebook

Use the built in sharing options on GoFundMe to reach your contacts on Facebook on a daily basis, keeping your post fresh in people's activity feeds.

f Facebook

My Fundraising Campaign
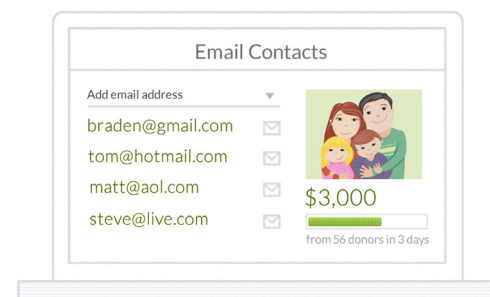
32 Likes   gofundme.com

2. Post to Twitter

Keep your donors in the loop by posting frequent campaign updates. This helps your audience understand how their donation directly impacts you!

Twitter

My Fundraising Campaign
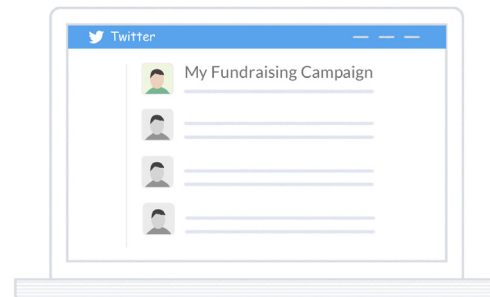
3. Send an email

Notify your contacts directly by sending them an email. Our email template also invites your friends to forward the email to their contacts, which could get you more views.

Email Contacts

Add email address

braden@gmail.com
tom@hotmail.com
matt@aol.com
steve@live.com

$3,000

from 56 donors in 3 days