

# A nonprofit's guide to GoFundMe



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# Intro



Our vision at GoFundMe is to make it easier for people to find causes to support and for nonprofits to find donors to support their missions. We've put together this guide—gathering tips and resources in one place—so your organization can start activating GoFundMe as a channel for acquiring new donors and fostering stronger connections with them.

GoFundMe is the most-trusted fundraising platform. We've built a base of nearly 200 million engaged supporters with over \$30B given across our combined platforms, GoFundMe and [Classy](#), which means we get to support the largest collective base of givers in the world. Our work sets out to transform these givers into an activated community centered around supporting causes they care about, particularly causes powered by nonprofits.

We've already raised over \$130M for nonprofits on GoFundMe in the last year with thousands of nonprofits receiving donations on GoFundMe. Our passionate base of supporters are eager to find and support your cause, and our solutions aim to make that easier for them to do.

We're thrilled to share this overview with you, but we know there's a lot here, so feel free to skip to relevant chapters. And if you have additional questions, you can contact the GoFundMe Care team through our [Help Center](#).

# Common questions

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

## Why should my organization use GoFundMe?

With GoFundMe, you'll have access to:

- The world's most trusted fundraising platform
- A community of nearly 200M people eager to give back
- Your organization's Nonprofit Page with access to data on your supporters—both donors and fundraisers!
- Innovation for the future of fundraising and giving
- Fundraiser success materials and the GoFundMe 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 certified nonprofit. 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.

## **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.

## **How long does it take to raise funds?**

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.

## **Who can start a fundraiser on behalf of my organization?**

Anyone can start a fundraiser on behalf of your organization using GoFundMe. By claiming your nonprofit on GoFundMe, you'll be able to view and easily download supporter and fundraiser data.

# 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. It also provides an easy way to start a fundraiser on behalf of the organization. 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 strategic channel to reach new potential supporters and fundraisers.

In order to take advantage of all the benefits provided by your Nonprofit Page, you'll need to claim your nonprofit on GoFundMe.

## 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.

**“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

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](#).

## Claiming your nonprofit on GoFundMe

To access valuable donor insights, you'll need to claim your nonprofit on GoFundMe and confirm your connection to your organization.

To get started, make sure 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

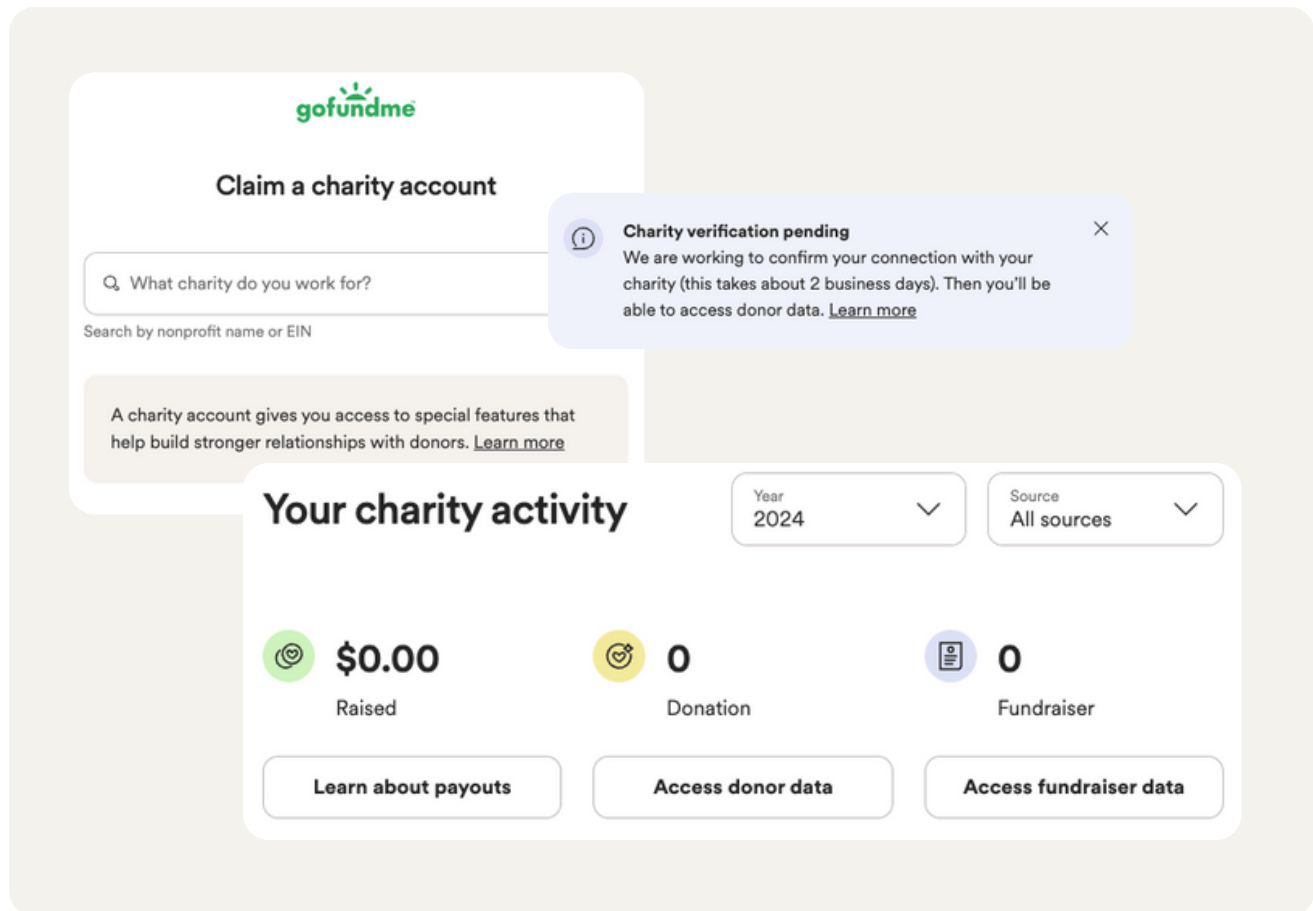
This individual will need to gather and have the following documents on hand to claim the organization and access information:

- Passport or government issued, photo ID
- Organization's registration showing your name / role (e.g. IRS Form 990)
- Recent pay stub
- Bank statement listing you as an authorized signer



Once the individual who'll be managing your account is identified, they'll want to set up a GoFundMe nonprofit account (we suggest using your official email through the organization for sign up):

<http://gofundme.com/charity-sign-up>



1

Search for your organization by EIN (US), BRN (CA), Charity number (UK/IE), or ABN (AU) to claim or request access.

2

Click the verification link in the email we'll send you. Then we'll confirm your connection to your organization within 2 business days.

3

Once confirmed, we'll send you an email to let you know. You will have access to all account features, including access to your donor and transaction data.



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.

## 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 to the following:

**Valuable  
donor data  
at your  
fingertips**

- 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. Don't worry, if your organization's information isn't up-to-date because you'll be able to [edit your nonprofit details](#) and SEO settings for your Nonprofit Page. To edit your SEO settings, follow these steps:

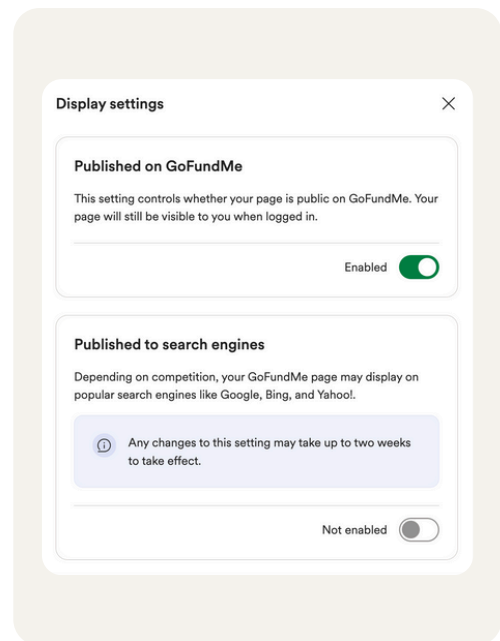
1. Log into your verified nonprofit account
2. Select the "Manage page" button

3. Scroll to ‘Visibility settings’ and select “Change”

4. You’ll see two options

- **Published on GoFundMe**  
Toggling this off will remove your Nonprofit Page from GoFundMe and search engines
- **Published to search engines**  
Toggling this off will remove your Nonprofit Page from search engines, but it will still be available to search on GoFundMe

4. Choose your toggle options, and you’re set.  
(Please allow a few days for your Page to be removed from SEO searches.)

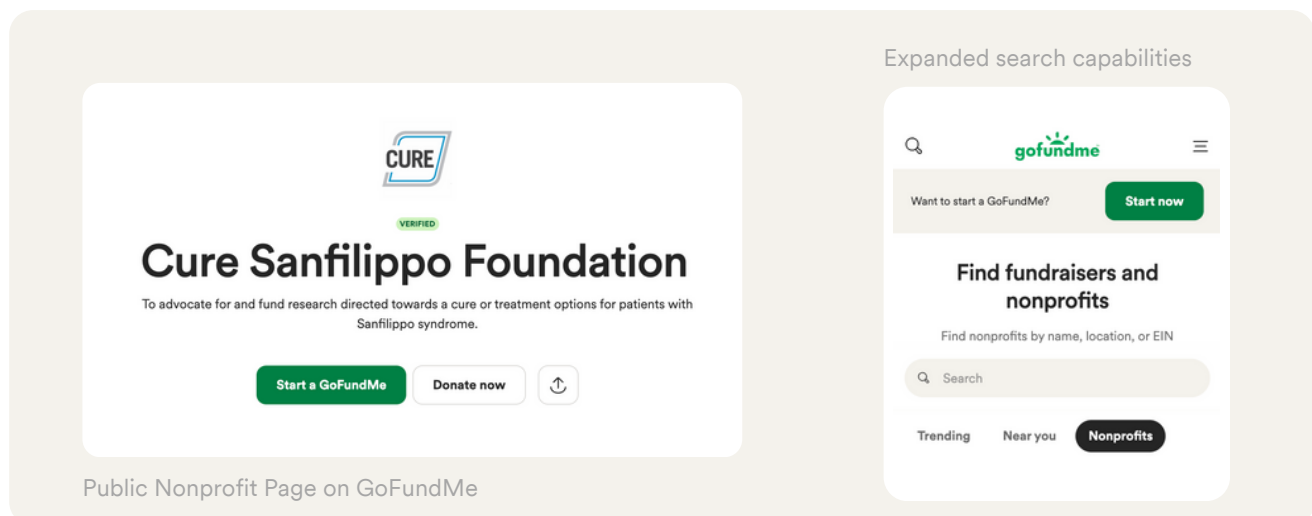


# Community-led discovery and fundraising

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 fundraiser on their behalf, and have access to multiple sharing options. Supporters can even live stream a fundraiser directly from GoFundMe, with the new streaming widget 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 fundraiser on GoFundMe that benefits your 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

### Segment your peer-to-peer (P2P) fundraiser audiences

Not all fundraising campaigns see the same momentum and success as others. Some of your fundraisers might need an extra nudge to get them to their next milestone. Start by understanding who is organizing GoFundMe fundraisers for you on GoFundMe and segment those into smaller groups.

3

### Coach P2P fundraisers

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.

4

### Deputize responsibilities

Equip fundraisers 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.

**5****Fundraiser amplification**

Consider providing extra air-cover to these 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 fundraiser, they'll be more likely to organize again.**

**6****Cross-promotion to social and more**

Lead by example—encourage DIY fundraisers to share their GoFundMe fundraisers on socials by highlighting them 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 GoFundMe.

**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.

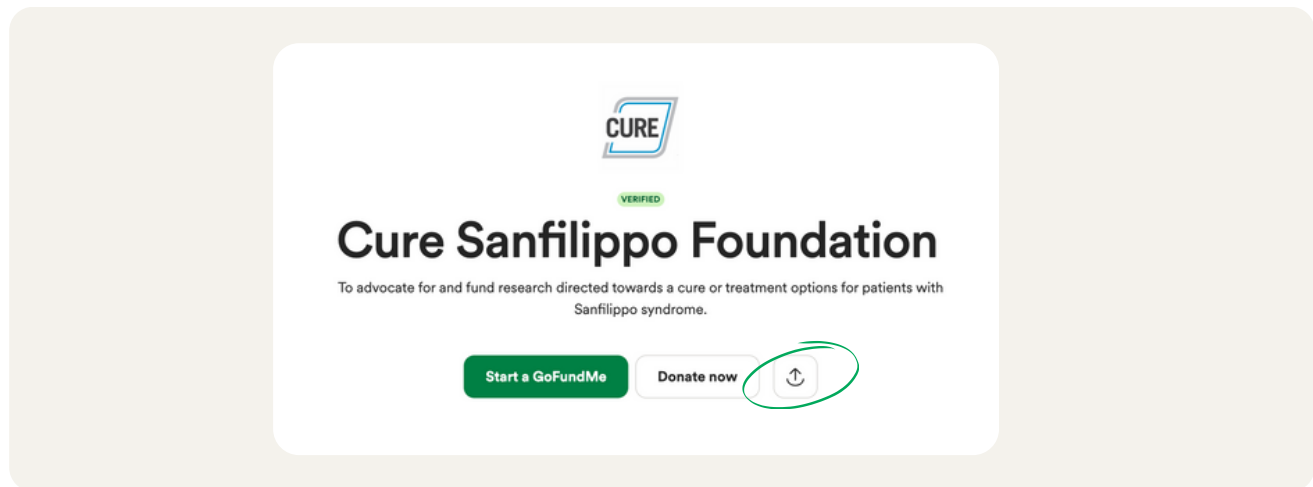
# Sharing your nonprofit from GoFundMe

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 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.

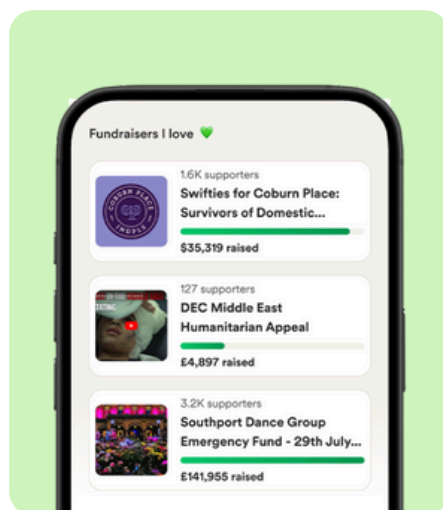
You can see this first hand with our [GoFundMe and Meta integration](#), an industry first. This social-first feature empowers your staff and supporters to share dynamic nonprofit fundraisers directly from GoFundMe to more social surfaces, like Instagram Stories or Facebook feeds. We also automatically 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.



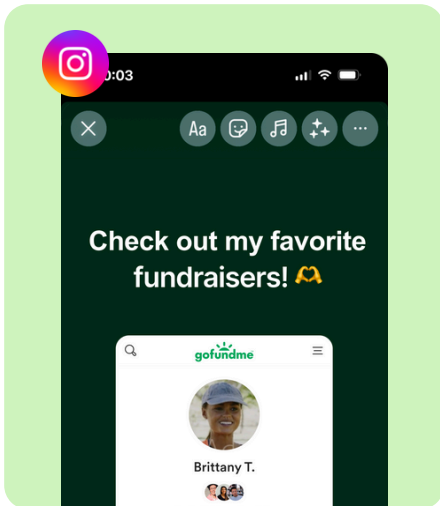
## Tips for having supporters share your nonprofit

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.



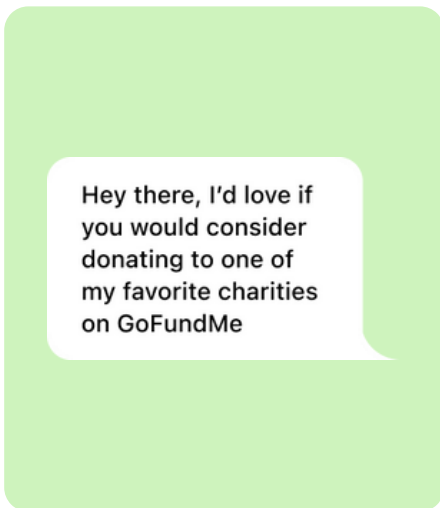
### Share on your GoFundMe Profile

[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.



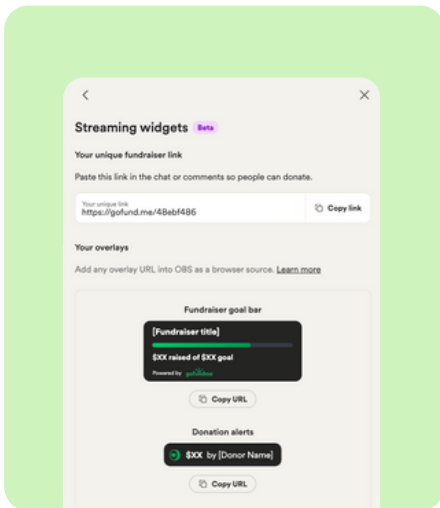
### Share via social media

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

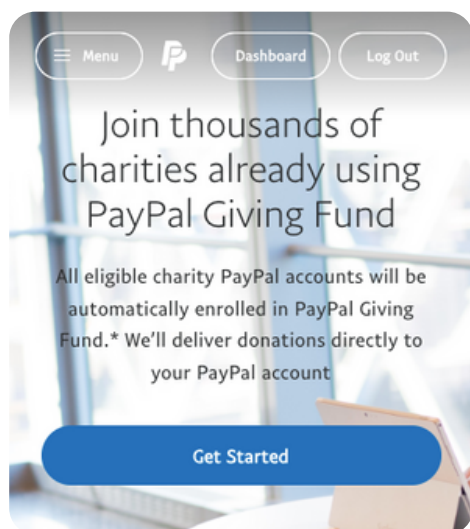
Partner with [impact creators](#) to 'go live' for your cause. Live-streams are a great way to [engage with supporters](#) and make them feel the impact they're making with real-time donations.



# 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.).

We encourage you to enroll with PayPal Giving Fund to receive funds monthly

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.

## **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**

### **GoFundMe Giving 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](https://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.

## **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 a more comprehensive online fundraising service? Check out [Classy from GoFundMe.](#)

For additional resources, visit:



[GoFundMe](#)  
[Help Center](#)

