

How to raise money online

Where to start when there's something you want to change? Fundraising is one way to make a difference to a cause you care about

Suitable for all

Instructions

1 Ask your section what issues they feel passionately about. Why not use the Sustainable Development Goals for inspiration? These are global goals, including combatting climate change, protecting wildlife and access to education. Take a look at the Scouts for Sustainable Development Goals website (sdgs.scout.org) for more information.

2 Help the young people to choose a joint cause to support, or a problem to tackle. This could be helping to change something on the other side of the world, taking direct action in your local community, or fundraising to attend an event. Explain that you will set up an online fundraising campaign.

3 Go to [GoFundMe.com](https://www.gofundme.com) and click 'Start A Campaign'. Fill in your Group name and email address to create an account. The next page will ask about your fundraising goal.

4 First, ask your young people to think of a title. You want something short and snappy that grabs people's attention and explains clearly what you're raising money for.

5 Fill in the section 'Who are you raising money for?' with your section's chosen cause or charity.

Add your postcode to show that you're in the UK.

6 Choose a category, so your page is in the right place on the website and the money is sent to the right place. If you're fundraising for a 'charity or organisation', search and select the specific charity from GoFundMe's directory. All money is sent directly to the charity. If you're raising money for 'Myself or someone else', provide the account details you want the money to go to in the 'Withdraw' section of your GoFundMe dashboard after creating your page.

7 Click to say you're fundraising as a team, and read and accept the terms and conditions.

8 Add a photo to show what you're raising money for. Or, even better, make a short video to explain the cause and how the money would help.

9 Encourage your young people to help you tell their story, to encourage donations. Describe your section, what you're raising money for, and how it will be used.

10 Your fundraiser is up and running! Now it's time to share it. Connect your Group's Facebook account if you have one. Young people can email family and friends, with a parent or carer's help if needed. If your Group or District has an Instagram account, share a photo of your page.



£3 billion and counting

With more than £3bn raised for good causes through GoFundMe so far, your team will be getting involved with people from all over the world, helping to making our planet a better place.

Time needed 45 minutes

Badge



GoFundMe partners the Scout and Explorer Fundraising Activity Badges

Partner



Outcomes

Young people will learn how to use an online fundraising platform to raise money for causes they care about.

Taking it further

Your section could make posters and put them up around your community, telling people about your fundraising page and how to donate.

More information

For more badge resources and activities, visit scouts.org.uk/gofundme.

Stay safe

Take a look at your section's Stay Safe leaflet (scouts.org.uk/staysafe) for tips on young people staying safe online.

Send us your story

Send the link to your fundraising page to scouts@gofundme.com so that it is included with the other Scouts campaigns on the website.