# Top Tips: How to create a successful fundraising campaign

## Make sure your campaign page is eye-catching

- The main focus of the page is the central image or video, so make the most of this to create a striking first impression.
- Take a photo of your group to show who you are, what you're doing, and your personal link to this campaign. Make sure the photo is well lit and good-quality so that it's clear, even if someone is looking at the webpage on their phone.
- Give your campaign a snappy title, saying clearly what the funds are for. Use the description space to explain in the why this cause is important to you, what inspired you to raise money for it, and how people's donations will help.

## Share your fundraising page on social media

Your first supporters will be people you know, so share your page on your social media to let people know what you're doing and how they can help. Add a personalised message with the link, explaining what inspired you to raise money for this cause and how contributions will help. Ask them to share your message on their social media channels or with other people they know too.

If you're part of any particular groups or communities online which are relevant to your cause, share the link with them. You could also create a hashtag to build social media awareness around your cause and ask your supporters to share it.

## Create a Facebook event for your GoFundMe campaign

Another way to share your fundraiser on social media is to create a Facebook event page for it and invite all of your Facebook friends. This can be a central gathering place for your supporters to see photos of your updates, share ideas, and keep in touch with one another. Be sure to link to your GoFundMe page in the event description.

## Create a custom link to your GoFundMe page

Every GoFundMe is given a unique link that's easy to share with others. You can customise this link so it's easy to remember and share with people (the original one will always work too).

To customize your link from your computer, follow these steps:

- Sign in to your GoFundMe account
- Click the 'Edit' tab on the left-hand side underneath the campaign title
- Click the 'Set your campaign link' tab on the left-hand side of your screen
- Create your campaign link and click 'Set Link'

## Personally share your page with friends and family

Send a personal message and a link to your fundraising page to four or five friends or family members via a text message, phone call, or however you usually communicate with them. A quick way to share is in group chats with your friends. Ideally though, ask in person – asking face to face is estimated to be 34 times more effective in receiving donations than an email.

# Post frequent updates

Your supporters will appreciate receiving updates from campaign organisers, and updates can contribute to the success of your GoFundMe. It's a way to continue engaging the people who want to help you most, and great updates will make them want to continue sharing the progress of your campaign with their friends and help to encourage new donations.

Some great updates include:
- How donations are being used
- Thank you shout outs to those who have donated or shared
- Updates on your story – how is the GoFundMe doing? How close are you to your goal?
- A request for supporters to share your link with their networks

Always include a call to action. For example: 'Please share my link with four friends!' or 'Thanks for reading. Please donate, and spread the word to a few people you'd like to share my story with!'

# Say thank you

Always thank your donors, as soon as you can and with a personal message. Your donors are helping you accomplish something that is important to you. If possible, tell them exactly what their donation will help achieve.