

# GoFundMe Team Fundraising Common Questions



## Is GoFundMe free?

The GoFundMe platform is free. Standard payment processing fee of 2.9% plus \$0.30 per donation allows for credit card processing and safe transfer of funds.

## What campaign type do I select?

### PERSONAL CAMPAIGN

If you are authorized to withdraw and manage money on behalf of your school/organization, you can set up a personal campaign. Personal campaigns allow you to withdraw the donations as they come in on a daily, weekly, or monthly basis.

### PERSONAL CAMPAIGN WITH A BENEFICIARY

If you are not authorized to withdraw and manage money on behalf of your school/organization, the second option is to set up a personal campaign and add the proper beneficiary to withdraw the funds. This option is best if you'd like someone else to manage the money (your school, your booster club, etc).

### CERTIFIED CHARITY CAMPAIGN

If your school/organization is a 501(c)(3) nonprofit organization, you can select a certified charity campaign. Donations made to these campaigns are processed and delivered by our charity payment partner, PayPal Giving Fund, who sends the funds directly to the charity's PayPal account each month. Every donor receives a receipt indicating that their donation may be tax-deductible as well. These campaigns can be set up very quickly, but withdrawals are only sent out once a month.

## My school or organization is a 501(c)3, how do I add it to the certified charity list?

If your school or organization is a 501(c)(3) nonprofit organization, all you need to do to is enroll with our charity payment processor, PayPal Giving Fund, using these steps:

**Create a PayPal account** or make sure that your existing PayPal account is upgraded to a business account: <https://www.paypal.com/bizsignup>

**Confirm your charity's status:** <https://www.paypal.com/charities> (After you submit, PayPal will review your documents and reply by email within three business days. You can move to step 3 after you receive PayPal's confirmation email.)

**Enroll in PayPal Giving Fund:** <https://www.paypal.com/givingfund/preenroll>

You will then appear in our database a day or two after the enrollment is complete. If you're not directly affiliated, someone from the school or organization will need to be the one to set up the PayPal account and go through the enrollment process.



## Who is the right person to withdraw the funds?

Well, that depends on how you'd like the money to be handled! If you set up a personal campaign, you'll have some options. If you are authorized to manage the money for your school or organization, you can set up withdrawals directly to the associated bank account.

### IF YOU ARE NOT AUTHORIZED TO MANAGE THE MONEY FOR YOUR SCHOOL OR ORGANIZATION...

you will need to add a financial administrator as the beneficiary of your campaign. A financial administrator is someone with significant responsibility to control, manage, or direct the organization (a Chief Executive Officer, Vice President, Treasurer, etc.).

### IF YOU SET UP A CERTIFIED CHARITY CAMPAIGN...

you won't need to worry about setting up withdrawals and the money raised will be automatically sent to the charity's PayPal account.

## How do I set up withdrawals?

When you're ready to set up withdrawals, just sign into your GoFundMe account and click on the 'Withdraw' button. From there you can decide whether you will be withdrawing the funds or if a beneficiary needs to be added. *Refer to the information in the last question if you aren't sure!*

If you set up a certified charity campaign, you won't need to do anything at all and funds will be automatically sent to the school/organization's PayPal account once a month.

## Can I have my money go directly my BSN SPORTS, Varsity Spirit or Herff Jones account?

The short answer on this one is that it is not possible. Money raised on personal campaigns must be sent directly to a bank account first and then can be sent to the account you choose outside of GoFundMe. Money raised on certified charity campaigns must be sent to a PayPal account first.

## Are donations tax-deductible?

### IF YOUR SCHOOL/ORGANIZATION IS A REGISTERED 501(C)3

and you choose to create a certified charity campaign, donors will automatically receive a tax-deductible receipt for their donation.

### IF YOUR SCHOOL/ORGANIZATION IS NOT A REGISTERED 501(C)3 OR IF YOU CHOOSE THE PERSONAL CAMPAIGN SET UP,

the donations aren't guaranteed to be tax-deductible because they are considered "personal gifts." We recommend that donors maintain records of their donations and consult a tax professional to be sure.

## When I add team members, do they have access to the money?

Nope, team members can't access the money at all! Only the campaign organizer or beneficiary can access the money and withdrawal details. Team members can't access the money or edit the contents of your story, but can view how much has been raised, post campaign updates, thank donors, and share the campaign to engage their community.

## Is the beneficiary liable for income taxes?

While this is by no means a guarantee, donations on GoFundMe are simply considered to be "personal gifts" which are not, for the most part, taxed as income. However, there may be particular, case-specific instances where the income is taxable (dependent on amounts received and use of the monies, etc.).



### SET YOUR SCHOOL AS THE DIRECT BENEFICIARY

If possible, it's always best to set up your school/organization as the beneficiary of your campaign so that they can manage the financial portion of the fundraising.

## How does GoFundMe Team Fundraising work?

The GoFundMe Teams feature is perfect for you! Teams makes it easier to raise money together on one GoFundMe campaign. 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.

Here's a general guide to how it works, but know that we're here to help with questions and that there's a ton of room for creativity!

One main campaign organizer creates a new GoFundMe campaign and adds team members to help raise funds by:

- + Sending members a customized email invite from the GoFundMe dashboard
- + Sending members a sign up link you can copy from the GoFundMe dashboard
- + Team members join by using the email or link to sign up/sign in.
- + Team members have the power to post updates, thank donors, and share the campaign, but you can make sure everyone knows what actions are expected of them up front
- + Team members who connect Facebook will get a profile image
- + Team members share the GoFundMe by:
  - Sending a special link attaching donations to their name
  - Sending a general link and asking people to choose their name when donating

GoFundMe will track what donations come from which team member's efforts. Depending on strategy, you can publicize which team members are attracting the most donations, or you can keep that information private, only visible from within the account.

Some donors won't use the team member's name, so numbers won't always add up perfectly



## How can I get my team involved with my campaign?

The first step is adding your team members! Once they've been added, each team member is able to share the campaign, post updates, and thank donors in their own name.

GoFundMe's update feature is one of the most important ways a team member can keep the community of donors/followers your team builds engaged. When a team member posts an update, they can send it to the email addresses subscribed to your campaign.

### UPDATE IDEAS INCLUDE:

- + Celebrating team and/or campaign milestones
- + Videos of the team in uniform saying thanks or calling people to action
- + Thanking the community
- + Calls to action (come see us play, please share our campaign with 3 people you think can help, we're nearing the end and need to raise \$2,000 more in the next 2 weeks)
- + You could offer shoutouts to certain donors or team members. Sharing a team member's bio who has leading numbers or who is going above and beyond to raise money every so often (and why playing/funding that allows them to play means so much to them) could be a powerful incentive to your team.



### FOSTER SOME FRIENDLY COMPETITION

It's also great to create some sort of challenge with your team. Perhaps the team member who raises the most money doesn't have to run laps this week - have fun with it and get creative on the ways to incentivize your team to get involved!

## What advice do you have to help us raise as much money as possible?

Share, share, share! The more eyes on your campaign the better. Share your campaign with your networks and ask your team members to do the same. Sharing can create a ripple effect and you never know where donations may come in from.

## What are the best ways to spread the word about my campaign?

There are tons of ways to spread the word about your campaign from word of mouth to social media. Here are a few ways we'd recommend starting out:

- + Post frequent updates on your campaign and share them with Facebook and contacts
- + Add email contacts to your GoFundMe account so that they are sent an invitation to view your campaign.
- + Share, share and share. The more your friends, family and community have access to your campaign link, the more they will be able to support you. It's important to include a call to action in your social posts, explaining your cause briefly and asking viewers to donate and share. Images are always helpful too. Here are the basic places we recommend sharing your campaign:

- Facebook
- Twitter
- Instagram
- Email blast (mailing list)
- Direct call or text message
- On your website/blog

## What happens if we don't reach our goal?

No problem. Reaching your goal is not required. With GoFundMe, you keep each and every donation you receive. Your campaign will be able to accept donations even after your goal is reached. Once the goal is reached, the progress meter on your campaign will show that you have received more than your goal amount. If you'd like to continue raising money, you can keep your campaign running for as long as you'd like.

## How do you recommend I set our goal for the fundraiser (\$1,000 vs. \$10,000)?

When setting your goal, we'd recommend starting small. Reaching smaller goals gives you reason to celebrate these milestones and can help you build momentum.

You can increase your goal at any time if you need to raise more funds or if you reach your original goal. If you do increase your goal amount, just make sure you post an Update Message on your campaign to let your supporters know what the extra funds will go towards.

## How long will it take to set up?

Creating your GoFundMe campaign is quick! All you'll need to do is create your account, customize your campaign, and start sharing. The more time you put into the creation phase the better your campaign will be, but you can get a campaign up and running in a matter of minutes!

## How long do you recommend we run our fundraising campaign?

This is totally up to you! Your GoFundMe campaign will be able to accept donations for as long as you would like. That said, having deadlines can often incentivize donors to contribute a bit sooner as it creates a sense of urgency. We won't ever turn off donations for you but you may find it helpful to give potential donors a timeline for when funds are needed by, for example:

"Our team needs to raise \$\_\_\_\_ by \_\_\_\_ in order to buy new uniforms for our first game of the season! Please donate today or help us spread the word by sharing our campaign so we can start off the season strong. Thank you!"

## How do I contact customer service in case of questions or issue?

You can reach our Customer Happiness team for 24/7 support by clicking here:

<https://www.gofundme.com/contact>

## Who do I contact with questions?

Here we could include the [bsnsports@gofundme.com](mailto:bsnsports@gofundme.com), etc. emails