



## Don't Forget!

For more information on hosting events for UNICEF, refer to the [Fundraiser + Event Guide](#) or fill out the [Fundraiser + Event Application](#).

# Create a GoFundMe Campaign

Get started fundraising for UNICEF

Ready to rally your personal communities and networks to donate to UNICEF? Then get started with your GoFundMe Charity page!

In today's environment of social distancing, crowdfunding is the ideal way to continue to build our digital community while fighting for the world's most vulnerable children!

## Setting up your GoFundMe Charity page in 5 easy steps:

- 1 Visit our campaign pages.** If you're part of a UNICEF Club, visit our [UNICEF Clubs Campaign](#) page. If you're a general volunteer, visit our [UNICEF UNITE Campaign](#) page.
- 2 Join us!** From our campaign pages, click "join" and then "create your team."
- 3 Create your account.** Follow the steps to create a free GoFundMe Charity account.
- 4 Make it personal.** Customize it with your team name, goal amount, story and photo.
- 5 Spread the word.** Share your fundraiser with your network of friends, family and supporters!

**If you want to raise funds for a cause other than our global programs, please fill out the [Fundraiser + Event Application](#).**

## Tips for a successful crowdfunding campaign:

- **Personalize your campaign as much as possible.** Crowdfunding campaigns with personal videos raise 150% more money than those that don't have videos.
- **Share your campaign with as many people as possible.** Over half of those who receive an email about a crowdfunding campaign make a donation. Send reminders, too--campaigns that are shared with people just once have only a 3% likelihood of meeting their goal.
- **Share updates throughout your campaign.** Crowdfunding campaigns get 126% more donations when owners update supporters. Campaign owners raise 3X more if they update supporters every 5 days.

## Ideas for GoFundMe campaigns:

- Have a birthday coming up? Ask your family/friends to donate in your honor!
- Host a fundraising competition among peers, neighboring UNICEF Clubs or other UNITERs to see whose page raises the most funds!
- Want to honor someone special? Create a page in memory of them.
- Hosting an online event? Direct your viewers to take action afterwards by donating to your GoFundMe page!