



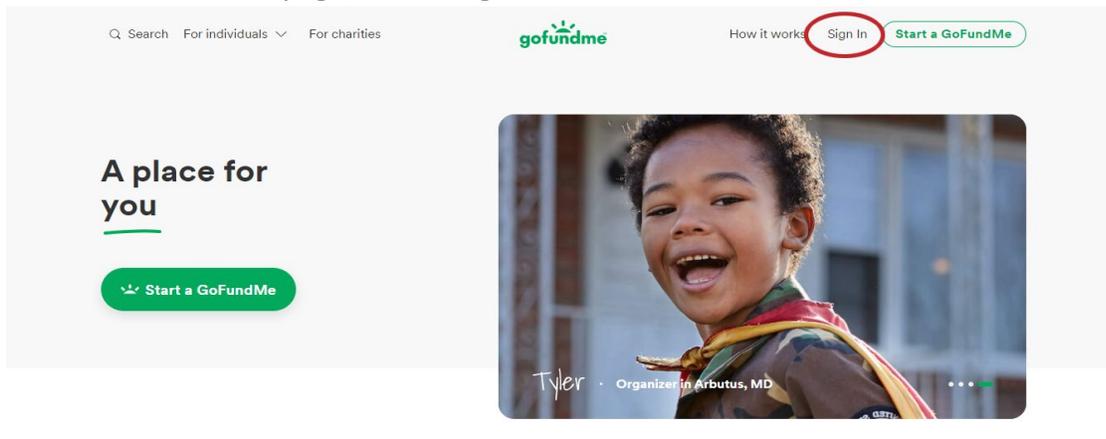
CHA

Animal Shelter

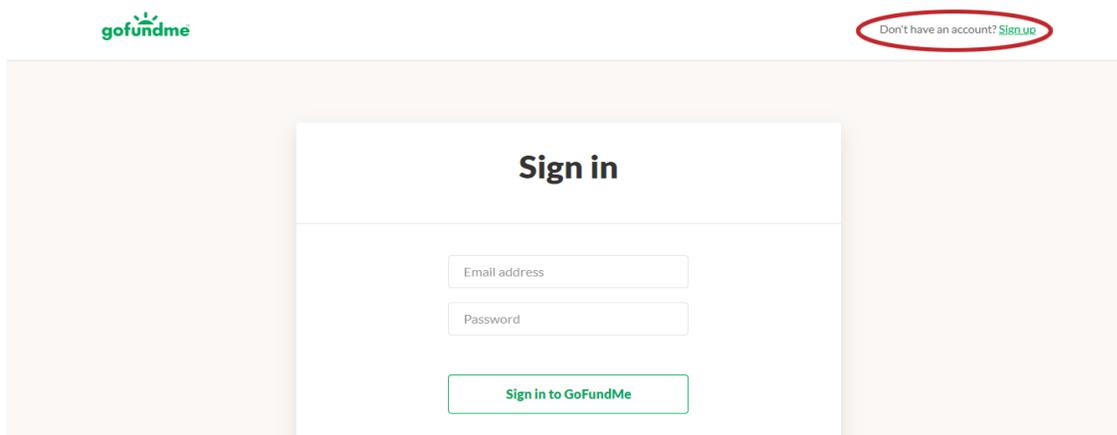
**SETTING UP A GOFUNDME FUNDRAISER
FOR CHA ANIMAL SHELTER'S
DOG JOG 5k AND FUN RUN**

STEP ONE: CREATING AN ACCOUNT

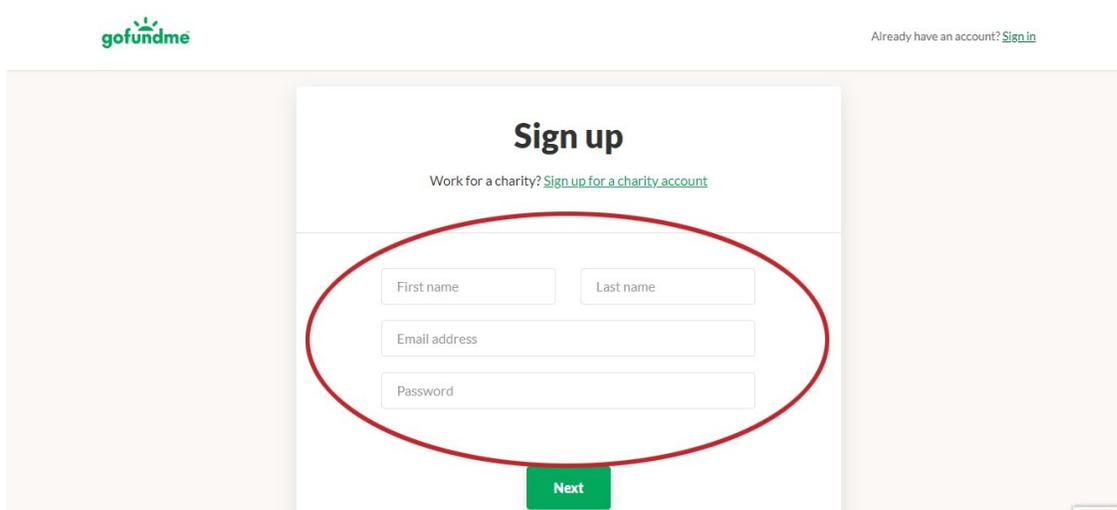
From the GFM home page, select “Sign In.”



Next, from the Sign In page, select “Sign up” in the upper right corner.

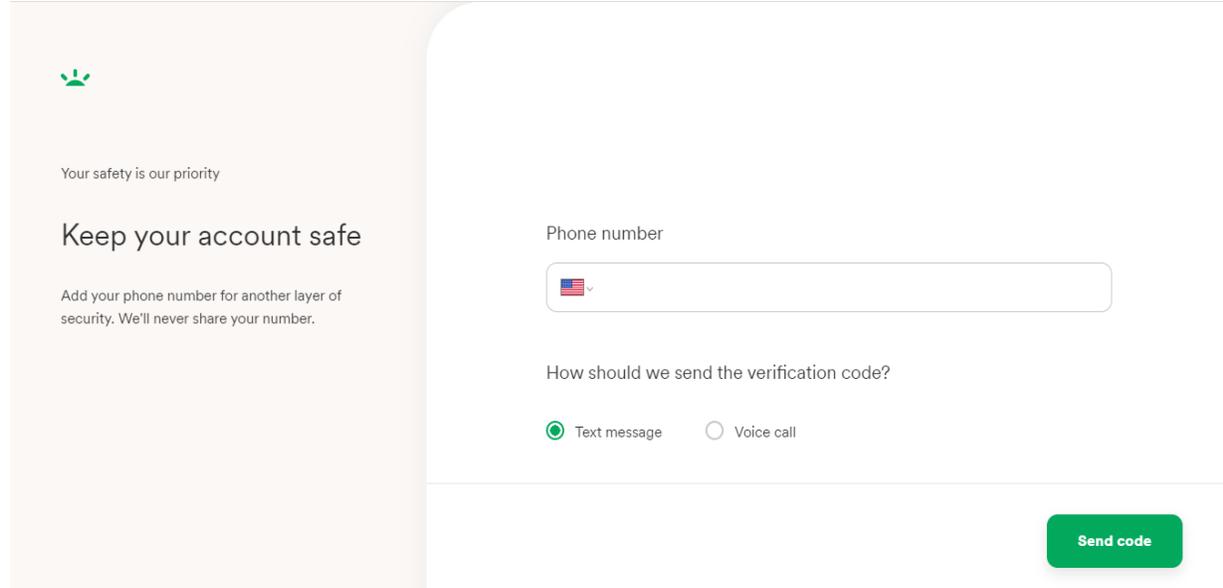


Once you are on the Sign Up page, fill out the information necessary and then click “Next.”



STEP TWO

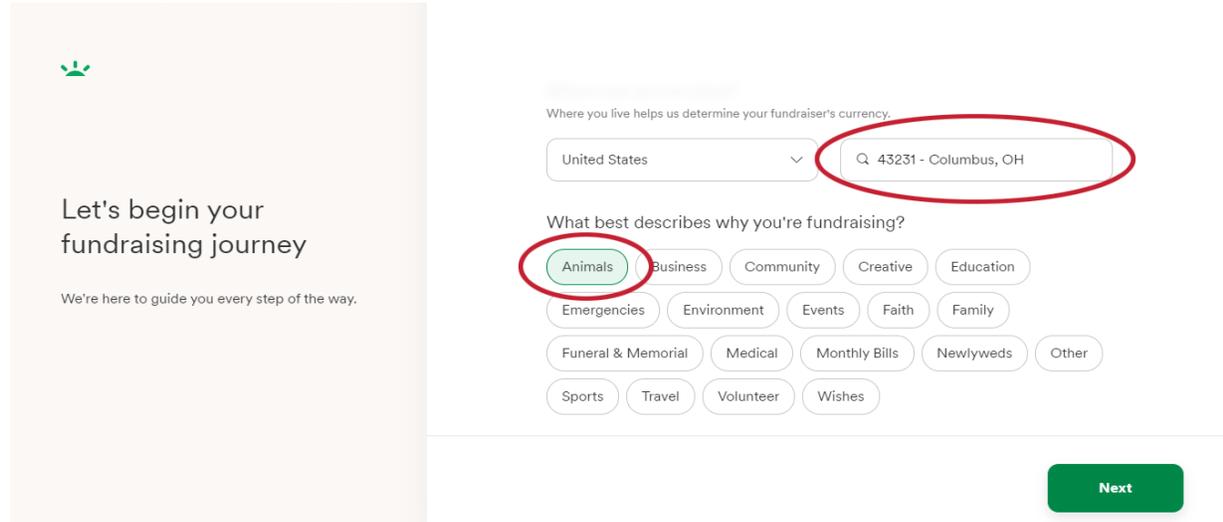
Next, it will ask you to verify your identity with a verification code which can be sent to you via text message or voice call. Once you enter your phone number and hit "Send code," the next page will ask you to enter the code that was sent to you.



The screenshot shows a verification page. On the left, a light orange sidebar contains a green crown icon, the text "Your safety is our priority", the heading "Keep your account safe", and the subtext "Add your phone number for another layer of security. We'll never share your number." The main content area has a "Phone number" label above a text input field with a US flag icon and a dropdown arrow. Below this is the question "How should we send the verification code?" with two radio button options: "Text message" (selected) and "Voice call". A green "Send code" button is located at the bottom right.

STEP THREE

Once you have entered your verification code and moved on, it will ask you to enter your zip code and select ONE option describing what you are fundraising for, so select "Animals" and click "Next."



The screenshot shows a category selection page. On the left, a light orange sidebar contains a green crown icon, the heading "Let's begin your fundraising journey", and the subtext "We're here to guide you every step of the way." The main content area has a text input field for a zip code with the value "43231 - Columbus, OH" and a search icon, which is circled in red. Below this is the question "What best describes why you're fundraising?" with a grid of 18 button options: "Animals", "Business", "Community", "Creative", "Education", "Emergencies", "Environment", "Events", "Faith", "Family", "Funeral & Memorial", "Medical", "Monthly Bills", "Newlyweds", "Other", "Sports", "Travel", "Volunteer", and "Wishes". The "Animals" button is circled in red. A green "Next" button is located at the bottom right.

STEP FOUR

The following page will ask you who you are fundraising for. Be sure to select “Charity” and double check that CHA shows up under “Which nonprofit are you fundraising for?” Once you have made sure that CHA is the selected charity, click “Next.”



1 of 5

Tell us a bit more about your fundraiser

This information helps us get to know you and your fundraising needs.

Who are you fundraising for?

 Yourself

 Someone else

 Charity

Which nonprofit are you fundraising for?

 CHA Animal Shelter 

Columbus, OH · EIN: 510166864



Next

STEP FIVE

Here, you will enter your fundraising goal. This number can be changed later, so don't worry if you're unsure of your goal!



2 of 5

How much would you like to raise?

It's completely expected to need funds beyond your starting goal. You can always change your goal as you go.

Your starting goal

\$ 500 

Keep in mind that transaction fees, including credit and debit charges, are deducted from each donation.

Donations will be granted to your chosen charity so you don't have to worry about withdrawing the money.



Next

STEP SIX

On the next page, you will select a cover photo for your fundraising page. This can be whatever you would like it to be, but we recommend keeping it relevant to CHA and/or dogs/cats. For this example, we chose to just use the CHA logo.



3 of 5

Add a cover photo or video

Using a bright and clear photo helps people connect to your fundraiser right away.



←

Next

STEP SEVEN

Once you have selected a cover photo, you will give your fundraiser a title (we recommend putting your name in the title somewhere) and you will also have the opportunity under “Tell your story” to share why you are fundraising for CHA. (Did you adopt from CHA? Are you a volunteer? Why is CHA and/or it’s mission important to you?) When you are ready, select “Complete fundraiser.”



4 of 4

Tell donors why you're fundraising

Some ideas to help you start writing:

- Introduce yourself and what you're raising funds for
- Describe why it's important to you
- Explain how the funds will be used

Preview

Give your fundraiser a title

Donate to help... 50

Tell your story

Hi, my name is Jane and I'm fundraising for...

←

Complete fundraiser

Waiting for partner:mediawallahscript.com...

STEP EIGHT

After you have completed your fundraiser, you will have a chance to start sharing your fundraiser using the options provided (Facebook, Facebook Messenger, Twitter, WhatsApp, email, etc.). They will also provide a link for you to share.

Ask 3-5 friends to help you share. Fundraisers shared on social networks raise up to 5x more.


Facebook


Messenger


Twitter


WhatsApp


Email

Fundraiser link
<https://www.gofundme.com/f/catherine-camp>

Copy

Shorten link

Spread the word and share your fundraiser link in as many ways as you can.



[Next](#)

STEP NINE

Once you have begun sharing your fundraiser, you can begin to add team members. While optional, team members can have a great impact on the success of your fundraiser!

Invite team members

Can you think of 3 or more friends to join your fundraiser? Teams raise 3x more funds.



Team member email



Team member email



Team member email

[+ Add more team members](#)

Preview email

Send Invite

What can team members do?

-  Can help spread the word
-  Can post updates and thank donors
-  *Cannot* withdraw funds or edit the story

If at any point you want or need to edit your fundraiser, select “Your fundraisers” from the top bar where it will take you to a page with any GFM fundraisers you have created. Select your 2022 Dog Jog fundraiser and it will take you to this page (below) where you can view your fundraiser or make any edits to your page. You are able to change your cover photo, title, story, and more.

The screenshot shows the GoFundMe interface for a fundraiser titled "Catherine Camp's Dog Jog 2022 Fundraiser" organized by CHA Animal Shelter. The top navigation bar includes a search icon, filters for "For individuals" and "For charities", the GoFundMe logo, and a "Your fundraisers" link circled in red. Below the navigation bar is a "Back" button. The fundraiser header features the CHA Animal Shelter logo, the title, and two circled links: "Edit & Settings" and "View fundraiser". To the right are "Share" and "Update" buttons. Below the header, it states "\$0 raised on behalf of CHA Animal Shelter. [Learn more](#)". A banner below the header reads "Looking for tips? Connect with other organizers and learn about fundraising strategies in the [GoFundMe Community](#)". Underneath are tabs for "Donations", "Team", "Updates", and "Invited supporters". A section titled "Get your first donation by sharing" includes an icon of social media sharing and text: "Share your fundraiser regularly with your social networks for the most success. Check in and personally ask friends to donate or share." A help icon is visible in the bottom right corner.

Congratulations! You have created your fundraiser and are ready to begin your journey to helping the homeless dogs and cats that come through the doors of CHA Animal Shelter. Please email Catherine (catherine@chaanimalshelter.org) with the link to your fundraiser so that it can be added to CHA’s website where we will be adding links to all of our fundraisers. If you have a photo of yourself or your pet that you would like to use as your “icon” on the website, please email that to her as well.

Should you have any questions, please do not hesitate to reach out to Catherine (catherine@chaanimalshelter.org).