



Peer-to-Peer Fundraising: A “How To” Guide for HRC Supporters

Your birthday (or another special occasion) is coming up and you’ve decided to use that as an opportunity to fundraise for HRC’s important work advancing equality – THANK YOU!

Step One: Picking a Platform

There are two easy ways to online fundraise for HRC: via our partner **GoFundMe Charity**, or by using **Facebook Fundraisers**. We’re grateful for your fundraising campaign regardless of which platform you use, however, as illustrated below, the platforms provide HRC with different types of donations.

	GoFundMe Charity	Facebook
Setup Time for You	Approx. 10 Minutes	Approx. 5 Minutes
Donation Type	501c4 <small>Not tax deductible. Funds can be used for HRC’s political work.</small>	501c3 <small>Tax deductible. Funds cannot be used for political purposes and will support the HRC Foundation.</small>
Do Your Donors Become HRC Members?	Yes	No
Percent of Donations that Benefit HRC	100%	100%
Level of Customization	Multiple Photos & Videos, Customizable Text	One Photo, Customizable Text

A top priority for HRC is growing our base of members and supporters. Fundraisers hosted in GoFundMe Charity benefit the organization by making your donors members of HRC (or renewing their existing HRC membership) which allows us to engage them in our work moving forward. Every member matters.

Step Two: Creating Your Campaign

Creating a Campaign on GoFundMe Charity

1. Click through to our GoFundMe Charity homepage at <https://charity.gofundme.com/hrc>.
2. Select “Start a Fundraiser” at the top of the page.
3. You will then be prompted to sign in or create a GoFundMe account.
4. Once logged into your account, you will land on the Create Campaign page. On this page, you must enter a Campaign Title and Campaign Story. A Campaign Goal is optional.
5. On the next page, you are prompted to upload your campaign’s primary photo. You will be able to add additional photos later.

6. Once your photo has uploaded, select the “Campaign Manager” button.
7. On the next screen, hover over “Campaign” and select “Edit”
8. In this campaign editor, you’re able to upload additional photos, video, edit your campaign story, and goal (if applicable). Be sure to hit “save” once you’ve completed your update.
9. Exit out of the campaign editor.
10. To see what your page will look like, select “view” from the list of options at the top to preview your page.
11. If you’re happy with your page, select the option to “Click Here to Publish Your Campaign”
12. You will then be prompted to share your campaign. You have the option to share via Facebook (the most popular method), Twitter, Email, or SMS. You are also given your custom URL which you can share.

Creating a Campaign on Facebook

1. Click **Fundraisers** in the left menu of your News Feed.
2. Select “Raise Money for a Nonprofit”.
3. Type and select “Human Rights Campaign” in the popup.
4. Fill in the **fundraiser** details on the left side of the screen.
5. Click **Create**.

Step Three: Promoting Your Campaign & Thanking Your Donors

We recommend sharing your fundraising page several times throughout the time it will remain active. Personal emails are ideal for close family and friends, while sharing on social media ensures that friends far and wide are able to engage in your campaign.

If you’ve opted to use GoFundMe Charity, you will receive an email anytime someone donates to your page so you can acknowledge their gift if you’d like. Acknowledgements can be done as donations are received, all at once at the end of the campaign, or this step can be skipped. You can also thank donors publicly on social media, using that as another opportunity to promote your campaign.

Need Help?

We’re here to help should you have any questions or need any support with your campaign.

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