

Unite to fuel Change



Greater Twin Cities
United Way

TAKE YOUR COMPANY'S SPECIAL EVENT A STEP FURTHER WITH GOFUNDME

WHAT: GoFundMe is a crowdfunding platform used by millions of individuals to raise money for their favorite charities and causes. GoFundMe is a leader in social fundraising and recently acquired CrowdRise, a platform great for campaign special events.

Greater Twin Cities United Way can create paid ticketing and sponsored participant campaigns on GoFundMe to support your special event fundraising needs. Power any type of fundraising event, such as runs, walks, tournaments, even dinners, and concerts.

COST: GTCUW has purchased an annual license, so there is no cost to our company partners.

FEATURES AND BENEFITS

- Integrated event registration with fundraising abilities
- Peer-to-peer and team fundraising options
- Free to United Way corporate partners
- Easy-to-use platform, convenient GTCUW setup
- Built-in social media amplification helps increase ticket sales, donations, and awareness
- Comprehensive reporting for participant records and event-day needs
- Remittance is simple: donations come directly to GTCUW and are counted toward your campaign
- Secure: payments are processed via WePay, a PCI Level 1 Compliant company

YOUR EVENT PAGE: United Way staff can create your event page within three business days.

We'll just need a few details from you to get started:

- Event name, date, time, and location
- Event description (and/or personal message to participants)
- Ticket types (if applicable) and descriptions
- Ticket prices
- Preferences for special items such as:
 - Additional donation capability during registration process
 - Individual fundraising pages for each participant
 - Leaderboard for team/individual fundraising, etc.
- Additional custom questions, e.g., T-shirt size
- Banner image (2000x1000 pixels)
- Company logo

GET STARTED: Contact your United Way campaign representative now!



JOIN THE MOVEMENT GTCUW.ORG

