



Creating a Memorial Fundraiser on GoFundMe Charity

Thank you for considering a memorial fundraiser to benefit the Human Rights Campaign in honor of your loved one. Below are instructions to create your page.

Please email zack.hasychak@hrc.org with any questions, issues or concerns you have.

Process to Create Your Page

1. Click through to our Memorial Giving 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, select 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.

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

All donors to your page become members of the Human Rights Campaign and 100% of donations benefit HRC's work to ensure equality for all LGBTQ people.