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Meta Title: 9 Best GoFundMe Alternatives for Nonprofits (2025)

Meta Description: Compare 8 GoFundMe alternatives for nonprofits: 1. RallyUp 2. Givebutter 3. Fundly 4. Bonfire 5. JustGiving 6. Kickstarter 7. FundRazr 8. Indiegogo.

GoFundMe Alternatives (2025): 9 Better Options for Nonprofit Organizations

TL;DR: GoFundMe Alternatives

GoFundMe lacks essential nonprofit features like donor management, enterprise-level branding, and event tools. But there are many other platforms that fill these missing pieces and offer comprehensive fundraising capabilities. Here are the top 3 GoFundMe alternatives:

- ***RallyUp:*** Complete fundraising solution with 15+ campaign types, done-for-you services, and no contracts or subscriptions
- ***Givebutter:*** Modern platform with free CRM, email marketing, and zero fees when tips are enabled
- ***Fundly:*** Social-first crowdfunding with 0% platform fees and strong Facebook integration

GoFundMe has helped raise over \$40 billion since 2010, becoming the go-to platform for personal campaigns and emergency fundraising needs.

But while it works for individuals, it's simply not the best fit for nonprofit organizations.

Here's the thing: your NPO isn't running a one-time crowdfunding campaign but fundraising for a sustainable mission. You need multi-campaign support that scales with your growth, donor databases that actually deliver insights, and event tools that work without hassle.

The good news? There are several GoFundMe alternatives that understand nonprofit operations and provide tools that actually match how you work.

We've found and listed the best fundraising platforms that deliver what GoFundMe can't. Each of these offers features designed to meet the needs of nonprofits, boosting donations and strengthening relationships with donors.

What is GoFundMe?

GoFundMe is a crowdfunding platform where individuals can raise funds for causes ranging from medical expenses to [school fundraisers](#) and memorial funds. The platform lets users create campaign pages, share their stories, and collect donations from people around the world.

Here's how it works: you write your story, add photos or videos, set a fundraising goal, and share the link everywhere. Donors can give any amount and leave comments. The funds get deposited directly into your bank account.

The good side of the GoFundMe fundraising platform

GoFundMe is a popular platform for [individual fundraising](#), enabling anyone to raise funds without getting stuck in complicated setup processes or waiting for approval requirements. Here's what makes it attractive to users:

- **Massive reach:** Access to a community of millions of active users who browse and support campaigns daily on the platform.
- **Social sharing tools:** Built-in social media integration with Facebook, X (formerly Twitter), and other platforms to easily extend your crowdfunding campaign reach.
- **Mobile optimization:** A donation setup that works smoothly on phones, which is crucial since over [17% of all crowdfunding contributions](#) come from mobile devices.
- **Trust and recognition:** A brand name that donors recognize and feel comfortable supporting.

The downside of GoFundMe

Let's look at an example: Lisa, who runs a community food bank, raised \$5,000 in two weeks using GoFundMe for her holiday campaign. The campaign initially worked well, but when Lisa wanted to expand her fundraising efforts, she quickly realized the platform's limitations.

Her biggest challenge was not being able to export a full donor list or run other kinds of fundraisers. What Lisa needed was ongoing support and not just one-time holiday giving.

The problems she faced are something that many nonprofits experience with GoFundMe:

- **Limited donor management:** You can view donors in your dashboard, but there's no full CRM, integration support or downloadable donor list with emails available.
- **No custom domain/white-label look:** With basic templates, you can't clearly show your organizational branding or create a professional presence.
- **Recurring donation with charges:** While the option to give monthly is available, there is 5% fee charged to the donor on each recurring gift.
- **Weak reporting and analytics:** The platform provides only basic metrics that don't give you the insights needed for strategic planning and growth.

- **No native event tools:** GoFundMe prohibits offering contests, raffles, sweepstakes, or rewards to donors on the platform.
- **Raises your overall fundraising cost:** While processing fees (2.9% + \$0.30) are standard, GoFundMe only supports crowdfunding. So, you will need to invest in other tools for events, auctions, or donor management, which significantly increases your overall cost.

Quick comparison of 9 GoFundMe alternatives

Platform	Best For	Key Features	Geographic Limitations	Pricing
RallyUp	End-to-end fundraising software for nonprofits	Multiple campaign types (crowdfunding, auctions, sweepstakes, peer-to-peer, A-thons), custom branding, donor tracking, event tools	Supports nonprofits in 47+ countries and accepts donations in 135+ currencies for global fundraising reach	Free plan (tips model); Flex plan 2.9 to 6.9% platform fee; custom pricing for large-scale events and specific fundraising needs
Givebut ter	Fundraising platform with integrations	Peer-to-peer, CRM, email marketing, event ticketing, livestreaming	Serves US-based organizations and those with a US presence. International organizations must	Free with tips; 3% platform fee applies + 2.9% + \$0.30 processing fees with no tips; Paid plans starting

			meet specific requirements, but donors worldwide can contribute	at \$29/month for accounts with ≤250 contacts
Fundly	Social-first crowdfunding platform	Custom campaign pages, social sharing, Eventbrite integration	Open to nonprofits, schools, and political organizations located in the US, Canada, Australia, France, Mexico, and the UK	0% fees with donor tipping + 2.9% + \$0.30 processing fees
Bonfire	Merchandise fundraising	Apparel design tools, print & ship handled, multiple product options	Serves US-based nonprofits with 501(c)(3) status. International nonprofits should contact Bonfire directly to inquire about eligibility	All profits come directly to you from sales (after Bonfire subtracts product base cost); donation add-ons cost 8%
JustGiving	International reach	Event fundraising, workplace giving, donor database, Gift Aid for the UK	Allows any verified 501(c)(3) US public charity and registered charities/nonprofits in the UK, Canada,	0 to 5% depending on the country + payment processing fees

			Australia, and New Zealand	
Kickstar ter	Creative, one-time projects	All-or-nothing model, reward tiers, discovery tools, campaign analytics	Available to individuals, businesses, and nonprofits Only for NPOs registered in one of 25 supported countries and solely for specific projects	5% fee (successful campaigns only) + 3 to 5% payment processing fees
FundRa zr	Wishlist & reward-based crowdfunding platform	Multiple campaign types, reward fulfillment tools, P2P, DIY projects	Operates internationally, providing fundraising to more than 35+ countries	No platform fee with donor tipping + payment processing fees 2.9% + \$0.30 1% platform fee on donation forms or 5% on fundraising pages (with no tipping) + payment processing fees 2.9% + \$0.30

Indiegogo	Creative & innovative campaigns with global reach	Fixed/flexible funding, strong customization, international support, analytics dashboard	Supports registered nonprofits in its eligible campaigner countries (the US, Canada, the UK/EU, Australia, and more), provided they meet specific requirements	5% + 3% + \$0.20 payment processing fees
Donorbox	Recurring donations and donor retention	Fast donation forms, recurring gift management, donor portal, text-to-give	Supports organizations worldwide with donations accepted in 40+ currencies	Free plan with 2.95-3.95% platform fees; Pro plan \$150/month with 1.75-2% fees; Premium plan with custom pricing 1.6-2% fees + payment processing fees

Top 9 GoFundMe alternatives for nonprofit fundraising

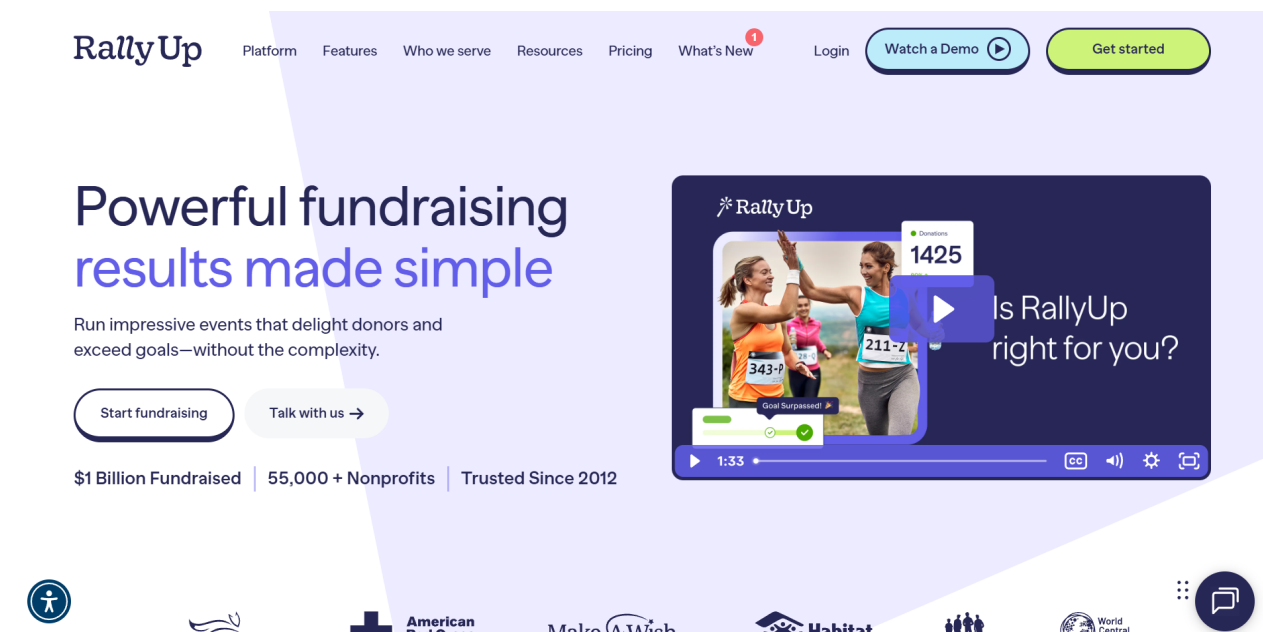
While GoFundMe dominates personal fundraising, nonprofits need platforms built for organizational growth and donor stewardship. Check out these eight GoFundMe alternatives that go beyond one-time crowdfunding campaigns.

1. RallyUp: Best all-in-one crowdfunding site

Best for: End-to-end nonprofit fundraising software (the complete solution)

If you need a powerful fundraising toolkit that doesn't limit your organization's potential, RallyUp is the clear frontrunner.

Unlike GoFundMe, RallyUp is built specifically for nonprofits that want to grow and engage their donor base over the long term. It brings every campaign type you'll ever need - crowdfunding, raffles, auctions (online, live and silent), sweepstakes, donation pages, store, peer-to-peer, A-thons and in-person events all under one user-friendly roof.



You can launch professionally branded campaigns in minutes using intuitive tools, grab a ready-made template for quick setup, or get hands-on expert help at no extra cost.

What makes RallyUp the best GoFundMe alternative?

- **Multiple fundraising types:** RallyUp lets you combine multiple formats in one campaign to boost participation and excitement.

- **Custom branding:** [Full customization options](#) let you adjust colors, fonts, logos, and even use your own domain name to create campaigns that feel like an extension of your nonprofit's brand.
- **Donor tracking:** View [org-wide supporter profiles](#) with donation totals, first/last/recurring gifts, and an activity timeline (entries, registrations, emails).
- **Event tools:** Find all you need for [virtual or in-person events](#) in one place - built-in ticketing, smart check-in, livestream embeds, in-event donations/auctions, and more.
- **Automatic receipts:** RallyUp emails donation receipts by default and lets US nonprofits add a customized tax-exempt notice to every receipt, saving you hours of admin work.
- **Done-for-you services:** RallyUp offers 100% free [professional campaign setup and management services](#) to help you launch successful fundraisers without any heavy lifting.

RallyUp pros:

- 12+ fundraising features for your mission
- Supports small and medium nonprofits, schools, corporations, and large enterprises
- No contracts or subscriptions required
- Customer service that understands nonprofit fundraising challenges
- Enterprise-level security with SOC 2 compliance
- Complete customization that makes campaigns look professional
- Flexible for both neighborhood community fundraising drives and large fundraising events

RallyUp cons:

- Not a complete CRM, but it offers lightweight donor database support with third-party integrations

RallyUp pricing:

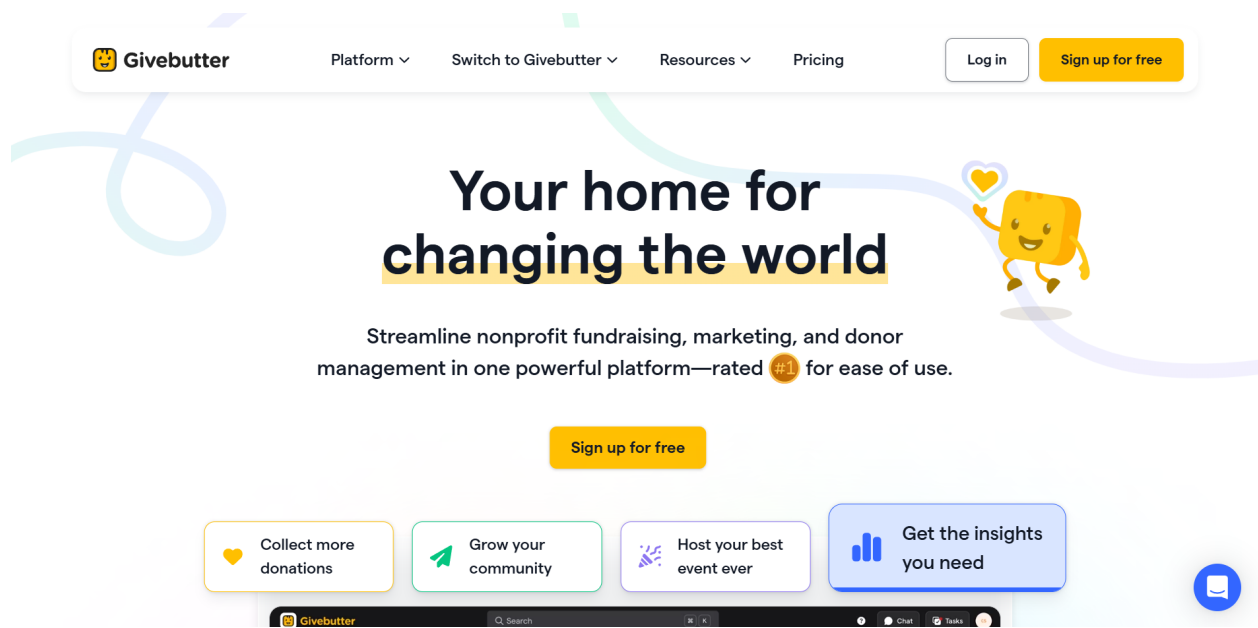
The RallyUp platform features [three different pricing plans](#):

- **Free plan:** No platform fees and supported by donor tipping + payment processing charges from Stripe or PayPal apply (1.9% + \$0.30 to 2.9% + \$0.49 per transaction)
- **Flex plan:** 2.9% to 6.9% platform fee based on fundraising activity, no donor tipping required + payment processing charges from Stripe or PayPal apply (1.9% + \$0.30 to 2.9% + \$0.49 per transaction)
- **Galas & Events:** Custom pricing available for large-scale events and specific enterprise fundraising needs

2. Givebutter

Best for: Small nonprofits wanting modern features

[Givebutter](#) is a platform that offers fundraising pages, embeddable donation forms, and livestreaming capabilities in one modern interface.



You can set up professional crowdfunding campaigns quickly with a goal thermometer to offer live progress updates or an interactive supporter wall to recognize supporters.

Features:

- Peer-to-peer fundraising with team pages and social sharing capabilities
- Built-in CRM for tracking donor history and engagement patterns
- Email marketing automation with donor segmentation
- Event ticketing, registration, and livestreaming for virtual or hybrid events

Pros:

- Modern interface that doesn't require training for staff or volunteers
- Strong customer support with actual nonprofit expertise
- Mobile-optimized experience that works seamlessly across all devices

- Integration options with popular nonprofit tools and accounting software

Cons:

- Advanced features are locked behind paid plans
- Branding and page design customization, but not deep enterprise-grade layout control
- Reporting tools lack the deep analytics that data-driven nonprofits might need
- Free version's contact/data management and exports have limitations

Pricing:

- **Free (Standard) plan:** With tips enabled, organizations pay no platform or processing fees. Under the Givebutter guarantee, any processing charges not covered by the donor are covered by the company.

If tips are off, it triggers a 3% platform fee + standard processing fees of 2.9% + \$0.30 for cards and 1.9% + \$0.30 for ACH for verified nonprofits.

- **Paid plan (Givebutter Plus):** Starts at \$29/month for accounts with ≤250 contacts; pricing is contact-based and scales by contact count.

[RallyUp Vs Givebutter: See which one is the better fundraising platform for you](#)

3. Fundly

Best for: Social media-driven community campaigns

[Fundly](#) is a social-first crowdfunding platform designed to make your campaign go viral. Its strong Facebook integration and built-in social sharing tools help nonprofits tap into supporters' personal networks for enhanced reach.



This online fundraising site is especially suitable for community-based organizations, schools, sports teams and clubs that rely on close-knit donor communities to spread the word.

Features:

- Custom campaign pages with multiple giving levels and embeddable widgets
- Built-in Eventbrite integration handles ticketing and event promotion
- Campaigns work seamlessly across all devices and screen sizes
- One-click sharing across multiple social media platforms

Pros:

- Visual campaign pages with analytics and live progress tracking
- Built-in storytelling tools, like photos and videos, to keep donors engaged
- Quick and easy setup to get campaigns live in minutes
- Heat map analytics show the geographic reach of the supporter base

Cons:

- Basic customer support and UI design feel somewhat outdated
- Lacks advanced fundraising support, like automation features
- Heavy reliance on Facebook limits reach if your audience isn't active there
- Limited customization options for branding compared to larger platforms

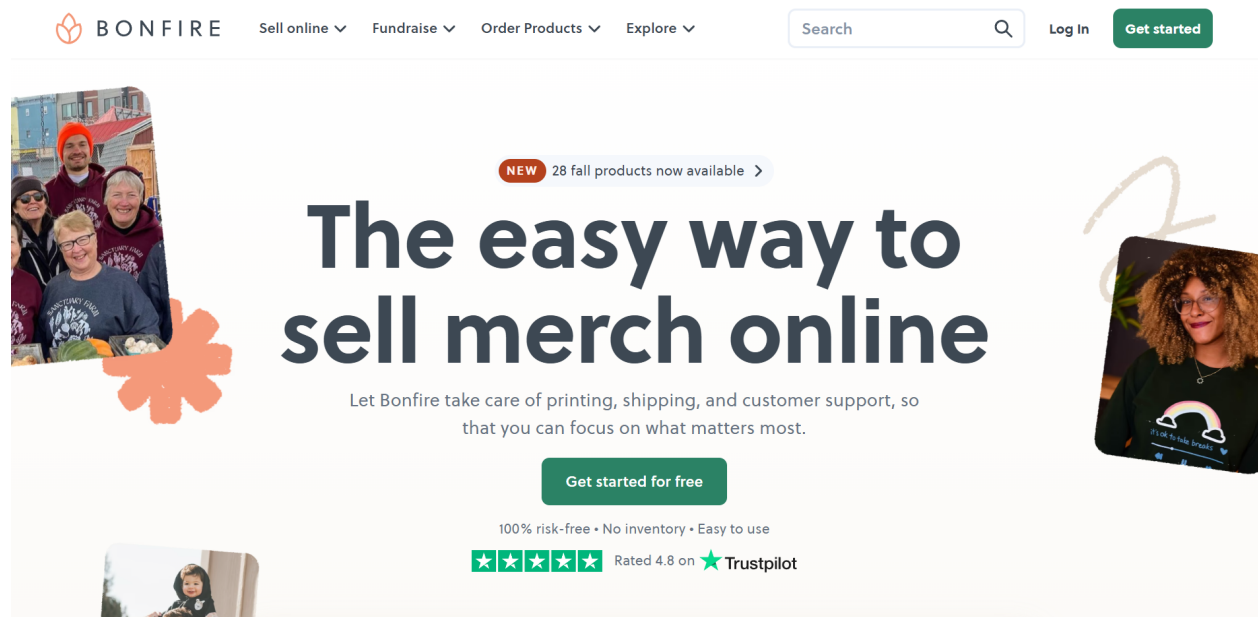
Pricing:

- **Platform fee:** 0% charges with donor tipping + 2.9% + \$0.30 per transaction

4. Bonfire

Best for: Merchandise-based fundraising campaigns

[Bonfire](#) turns your traditional fundraising crowdfunding campaign into a marketing opportunity through custom merchandise. Your supporters get quality t-shirts and products they'll actually wear, while your nonprofit gains both more funds and visibility.



The platform handles everything from design creation to printing and shipping. Each purchase not only contributes to your cause but turns supporters into walking ambassadors for your organization.

Features:

- Custom t-shirt and apparel design tools with professional templates and graphics
- Campaign management with goal setting, deadline tracking, and progress monitoring
- Multiple product options, including hoodies, mugs, stickers, and various accessories
- Social sharing tools to promote merchandise campaigns across different platforms

Pros:

- No upfront costs or inventory risk for your organization
- Design high-quality products that supporters genuinely want to purchase and wear

- Handles all printing, shipping, and customer service automatically
- Good profit margins with transparent pricing breakdown for each item

Cons:

- Limited to merchandise fundraising only, not suitable for other campaign types
- Success depends heavily on your community's willingness to buy products
- Shipping times may be longer than expected for online purchases
- Profit margins vary significantly based on order volume and base costs

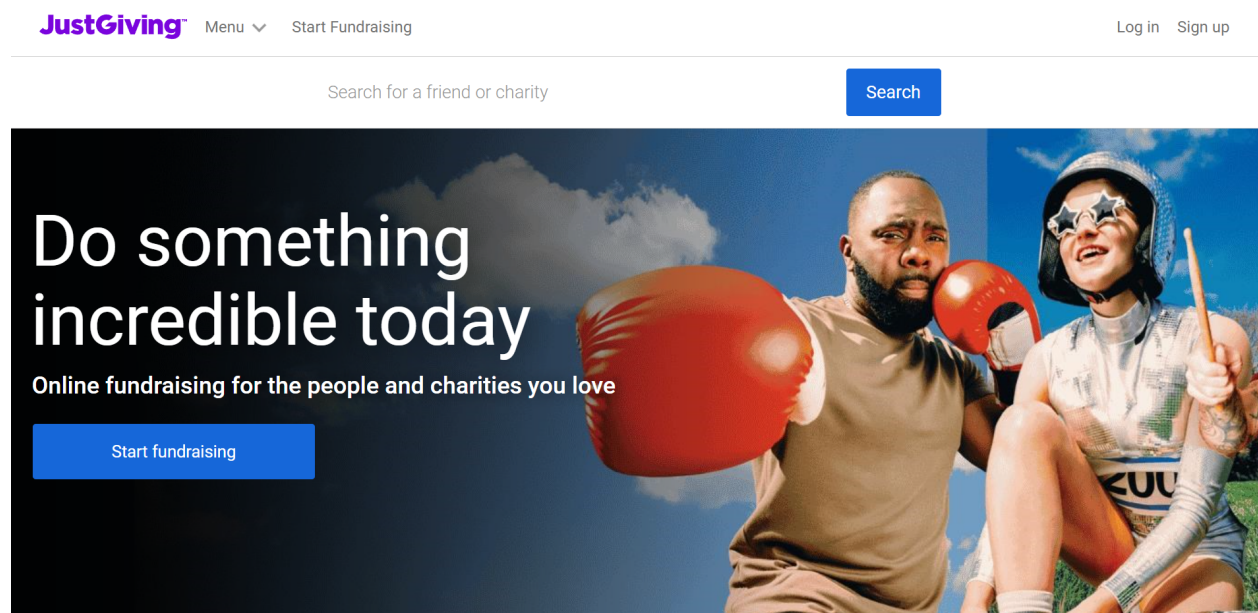
Pricing:

- **No platform fees for merch sales:** All of the profits come directly to your organization. Bonfire collects the buyer's payment, subtracts the product's base cost and then pays you the remaining amount as profit.
- **Donation fees:** If supporters add extra donations on top of their purchase, Bonfire takes:
 - 8% fee for regular campaigns
 - 3.5% fee if you're a verified nonprofit

5. JustGiving

Best for: International nonprofit fundraising reach

[JustGiving](#) gives nonprofits access to millions of active donors worldwide, making it one of the best GoFundMe alternatives for organizations with an international focus. With powerful built-in donor discovery tools, it helps your campaigns get found by new supporters.



Moreover, its long-standing reputation as a trusted online fundraising site also boosts donor confidence, making people more likely to give.

Features:

- Fundraising pages with leaderboards/badges and fitness-app integrations
- Corporate partnership programs for workplace giving initiatives
- Donor data access with giving history and personal details
- Gift aid processing for UK supporters and international tax benefits

Pros:

- Massive global reach with millions of active users and donors
- Proven track record with billions raised through the platform
- Team fundraising options with leaderboards and friendly competition
- Excellent peer-to-peer tools that make supporter fundraising simple

Cons:

- Higher fees compared to some newer fundraising platforms
- Interface can feel dated compared to more modern alternatives
- Limited customization options for branding and campaign appearance
- No native, comprehensive CRM support

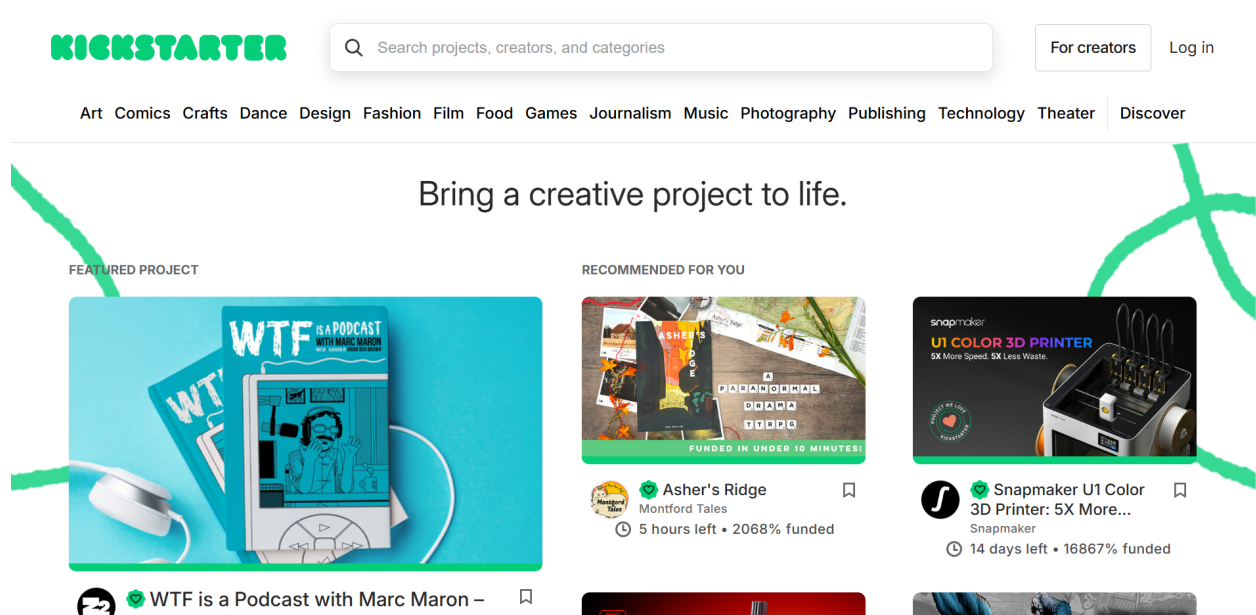
Pricing:

- **Platform fee:** 0-5% depending on the country + payment processing fees

6. Kickstarter

Best for: Creative project-based campaigns

[Kickstarter](#) works differently from other fundraising platform alternatives in the list, supporting creative projects and running on an all-or-nothing funding model.



While nonprofits can launch projects on Kickstarter, your funds must be used to complete the specific project described on the page. Kickstarter uses an all-or-nothing model, so you receive money only if you meet your funding goal. This model can be risky, but it can help to create a sense of urgency that motivates supporters to give.

Features:

- Project-focused campaigns with clear goals and timelines
- Reward tiers that let supporters choose their level of involvement
- Built-in discovery tools that help new supporters find your campaign
- Campaign analytics showing traffic sources and conversion rates

Pros:

- Access to millions of active users who browse and support projects daily

- Strong brand recognition and media attention for successful campaigns
- Built-in community of people interested in supporting innovative projects
- No fees if your campaign doesn't reach its fundraising goal

Cons:

- The all-or-nothing model means you get zero funding if you don't hit your target
- Limited to specific creative project categories with little flexibility
- Focus on one-time campaigns rather than ongoing fundraising support
- Limited tools for building long-term donor relationships beyond the campaign

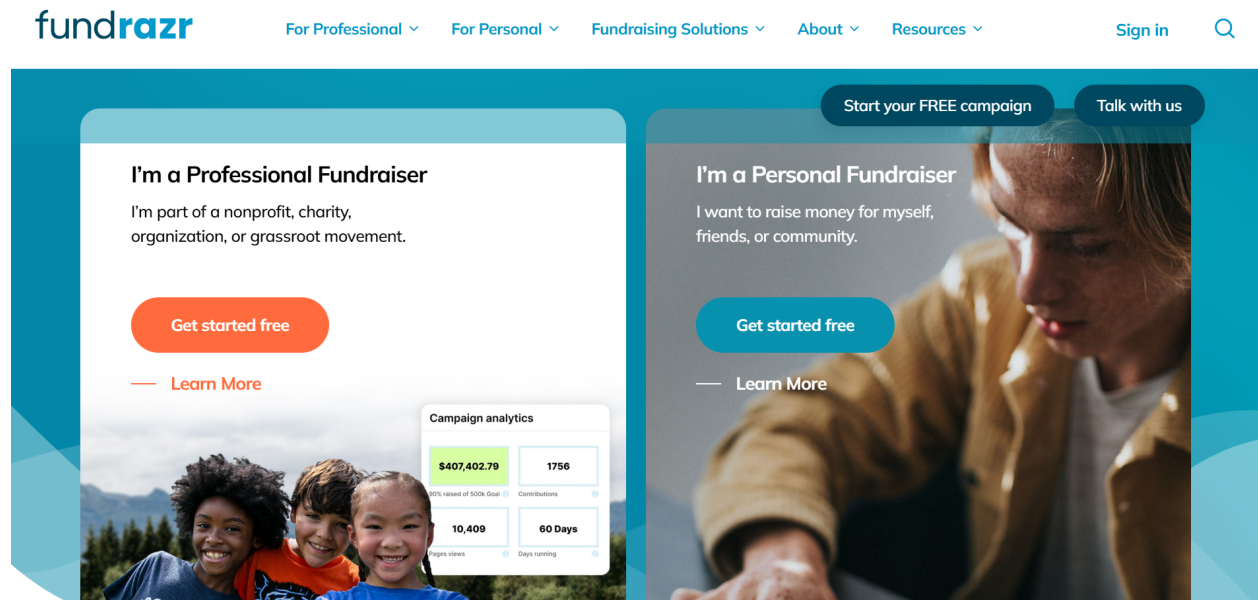
Pricing:

- **Platform fee:** 5% of funds raised only when the project is successfully completed + 3 to 5% payment processing fees

7. FundRazr

Best for: Wishlist and reward-based fundraising

One of the top GoFundMe alternatives, [FundRazr](#), takes a different approach as a crowdfunding platform. It focuses on wishlist and reward-based campaigns where supporters can choose to sponsor specific equipment, fund particular programs, or choose from various perks.



FundRazr features built-in tools to keep supporters updated by sharing announcements and personal thank-you notes.

Features:

- Multiple campaign types, including wishlist, peer-to-peer, DIY projects, and sweepstake campaigns
- Reward fulfillment tools let you collect/edit addresses, organize orders, and manage reward types
- Shipping and reporting features to manage reward fulfillment and delivery
- Mobile-optimized donation process designed specifically for smartphone users

Pros:

- Offers social sharing, leaderboards/grids, and campaign cloning

- Embed media like videos into your campaigns
- Reward options to give supporters something tangible in return for their donation
- Allows recurring donations and donor recognition

Cons:

- Lower built-in audience compared to bigger platforms
- Limited reporting and analytics support
- Fees can climb depending on the plan or extra features
- Complex campaign editor and navigation issues

Pricing:

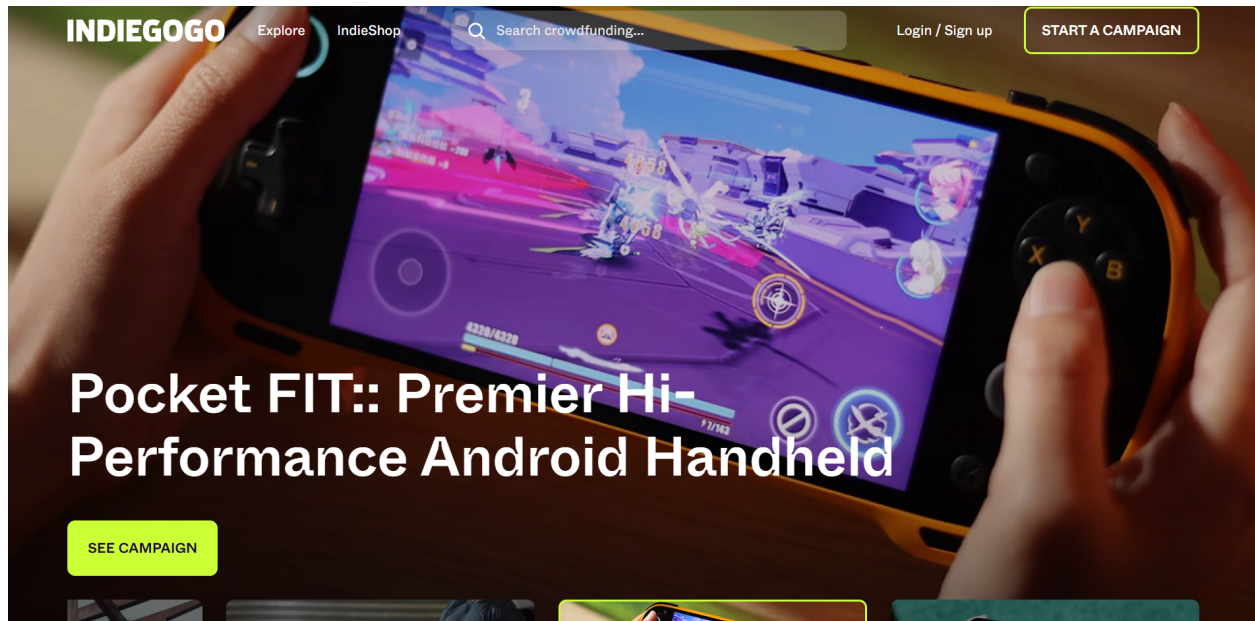
- **Donor tipping:** No platform fee + payment processing fees 2.9% + \$0.30
- **Fee recovery:** 1% platform fee on donation forms or 5% on fundraising pages + payment processing fees 2.9% + \$0.30

8. Indiegogo

Best for: Flexible funding for creative projects

While it was initially created for tech and creative personal projects, [Indiegogo](#) now also serves as a crowdfunding site for nonprofits.

It has two funding models: one is fixed, where you get all the money raised only when you hit your target, and the other is flexible, where you can keep whatever money you raise.



With its in-demand feature, you can also continue your [crowdfunding campaign](#) to collect donations. For extra exposure, Indiegogo offers self-serve digital placements to reach new backers.

Features:

- Strong customization tools to create branded crowdfunding campaigns
- International reach with support for campaigns in multiple countries
- Tailored prompt packages, including featured placement and marketing support options
- Analytics dashboard with detailed insights into campaign performance

Pros:

- Flexible funding means you get money even if you don't reach your full target
- Strong platform for creative and innovative projects that attract media attention

- International capabilities help nonprofits reach donors beyond their local area
- Strong marketing tools and promotional opportunities for your campaigns

Cons:

- Higher fees compared to nonprofit-specific fundraising platforms
- Focus on creative and tech projects may not suit traditional nonprofit fundraising needs
- Success often depends on high promotions and a compelling campaign
- Limited fundraising features for nonprofit organizations

Pricing:

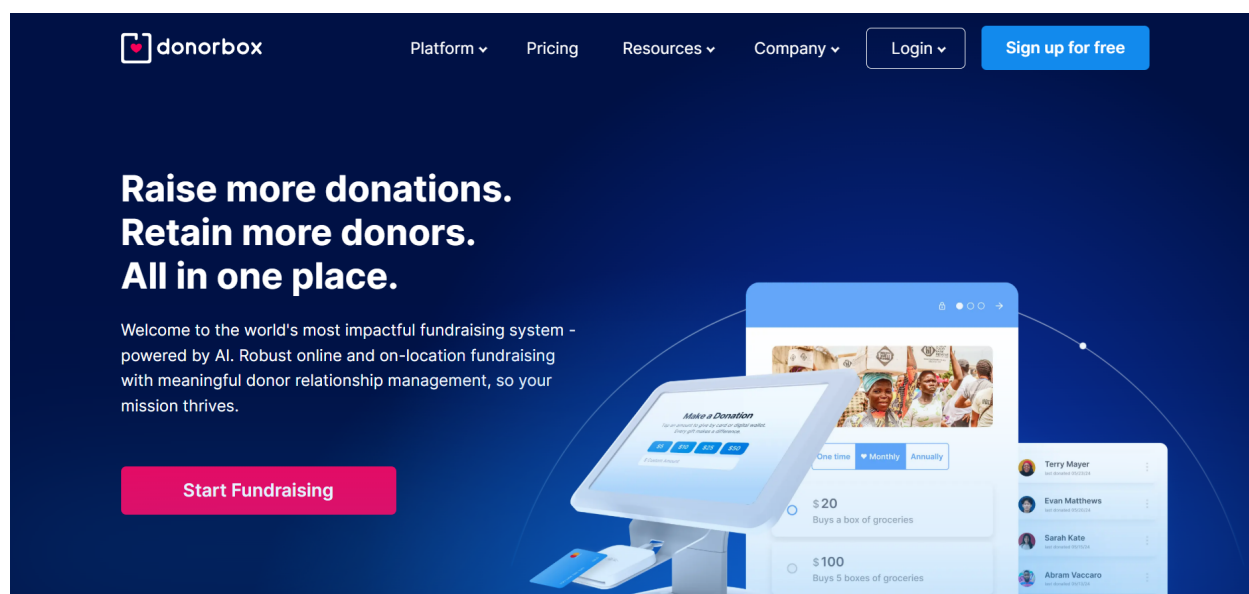
- 5% of funds raised for successful campaigns + 3% + \$0.20 per transaction payment processing fee

For Fixed funding, if you don't meet your goal, backers are refunded and you pay no fees; for Flexible funding, you keep funds and standard fees apply.

9. Donorbox

Best for: Recurring donation management and donor retention

[Donorbox](#) is a donation platform better suited for organizations that want to build sustainable monthly giving programs. Its donation forms include a feature that asks one-time donors to consider switching to monthly gifts during checkout.



Donors also have access to a self-service portal, where they can update payment methods, change donation amounts, or pause contributions without needing to contact your staff.

Features:

- Mobile-optimized donation forms with Apple Pay and Google Pay
- Campaign pages with progress bars, suggested amounts, and custom fields
- Text-to-give for events and emergency fundraising
- Donation matching tools and employer gift matching programs

Pros:

- Quick setup with embeddable forms that work on any website
- Works with major payment processors like Stripe, PayPal, and ACH transfers

- Integrates with popular CRMs, email platforms, and accounting software
- Supports 40+ currencies for international fundraising reach

Cons:

- Limited event management tools compared to comprehensive platforms
- Basic reporting that may not satisfy data-driven organizations
- No built-in peer-to-peer fundraising or gamification features
- Minimal customization options for campaign page design

Pricing:

- **Standard plan:** Free with platform fees ranging from 2.95% to 3.95% depending on the feature + payment processing fees
- **Pro plan:** \$150/month with platform fees of 1.75% to 2% depending on the feature + payment processing fees
- **Premium plan:** Custom pricing with platform fees of 1.6% to 2% + payment processing fees

How to choose the right GoFundMe alternative for your NPO

The wrong choice from the GoFundMe alternatives list can lead to donor data in silos, missed recurring gift opportunities, and administrative headaches that drain resources from your mission.

Follow these simple steps to figure out if you have picked the right crowdfunding platform to raise funds.

Step 1: Define your fundraising scope

Start by listing what types of fundraising campaigns you actually run throughout the year. If you run events, sell merchandise, and manage recurring donors, you need platforms that handle multiple campaign types.

If you want to host different types of events, pick a software like RallyUp that offers the [best all-in-one fundraising platform](#).

Step 2: Calculate your real budget

A tool with no monthly fee might still take a percentage of every donation, which can add up quickly. For instance, raising \$50,000 on a platform with a 5% fee costs your nonprofit \$2,500 + transaction fee.

So, compare this to paid plans with lower fees and include setup and training costs to understand the real investment.

Step 3: List your must-have features

Write down features you absolutely need versus nice-to-have options that sound appealing. Most nonprofits need recurring donation options, even ticketing and personalized fundraising pages at a minimum, whereas things like analytics dashboards or email automation can wait.

This way, you can invest in fundraising software that offers essential functionality rather than getting distracted by flashy features you'll rarely use.

Step 4: Consider your team's capacity

Understand your team's technical skills and experience. If your team has limited experience with fundraising tools, choose a simple, user-friendly solution over advanced platforms that require significant training and steep learning curves.

Step 5: Plan for growth

Think about where your organization will be in two years from now.

Starting with a scalable solution from the beginning saves you the headache of migrating donors and historical data later. This prevents disruptions later when your fundraising momentum is strong and you're seeing consistent results.

The verdict: Take your fundraising to the next level with RallyUp!

GoFundMe has become synonymous with individual crowdfunding campaigns. However, it has clear limitations for nonprofits.

The good news is that nonprofits have GoFundMe alternatives available, with RallyUp being the best one. It brings together everything nonprofits need in one place, from simple donation forms to crowdfunding pages and event management.

What really sets the [RallyUp crowdfunding software](#) apart is how it combines powerful features with genuine ease of use. You get professional-grade tools such as advanced analytics and email automation without the complexity that usually comes with them.

Best of all, you get done-for-you fundraising support from experts who can run successful campaigns on your behalf, taking the entire burden off your shoulders.

[Take a free demo to understand how RallyUp helps nonprofits raise funds with less effort](#)

FAQs on GoFundMe alternatives

1. Which platform is best for small nonprofits?

For small nonprofits, RallyUp is a solid choice as it offers more than a crowdfunding platform, including raffles, auctions, sweepstakes, and peer-to-peer in one easy-to-use platform.

2. What are the best GoFundMe alternatives for individuals?

If you're fundraising as an individual, GoFundMe isn't your only option. RallyUp, Fundly, and Indiegogo are a few of the best crowdfunding sites for personal causes.

3. How much does GoFundMe take on a \$100 donation?

GoFundMe charges 2.9% plus \$0.30 per transaction, so on a \$100 donation, you would receive \$96.80 after fees. There are optional donor contributions on top of that.

4. What features should you look for to pick the best fundraising platform?

A great fundraising platform should offer recurring donation, peer-to-peer fundraising, and event management to help you grow year-round. It should also provide donor data access, automated tax-compliant receipts, and easy integrations with your CRM or email tools.