

A Comprehensive Guide to Creating and Managing a GoFundMe Campaign: Focused on Support for Palestinian Causes Feb/2024

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If this guide has been useful to you, I would be grateful if you could **make a contribution or share** the GoFundMe campaign I have set up. This campaign has been created to assist Niveen's family, whose home has been destroyed, leaving them displaced in a tent with two young children. Your support can make a difference in their lives.

Link to the Gofundme: <https://gofund.me/bbb87c62>

Table of Contents:

1. **[Introduction](#)**
 - a. [Preface: Understanding GoFundMe's Geographical Limitations](#)
 - b. [Importance of Transparent and Compliant Fundraising](#)
2. **[Understanding GoFundMe Policies and Restrictions](#)**
 - a. [Research Local Laws and GoFundMe Terms](#)
 - b. [Payment Processing Considerations](#)
3. **[Setting Up the GoFundMe Account](#)**
 - a. [Account Creation and Verification Process](#)
4. **[Creating the Campaign](#)**
 - a. [Crafting a Compelling Title and Description](#)
 - b. [Setting a Realistic Fundraising Goal](#)
 - c. [Adding High-Quality Photos and Videos](#)
 - d. [Choosing the Appropriate Campaign Category](#)

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5. **Banking and Financial Information**
 - a. [Providing Bank Account Details](#)
 - b. [Understanding Tax Implications](#)
 - c. [Planning Fund Withdrawal](#)
 6. **Sharing and Promoting the Campaign**
 - a. [Leveraging Social Media and Networks](#)
 - b. [Engaging with the Community](#)
 - c. [Providing Regular Campaign Updates](#)
 7. **Dealing with Challenges**
 - a. [Managing Communication Barriers](#)
 - b. [Ensuring Cultural Sensitivity](#)
 8. **After the Campaign**
 - a. [Ensuring Transparency and Accountability](#)
 - b. [Thanking Donors and Providing Follow-Up](#)
 9. **Special Considerations for Palestine**
 - a. [Addressing Logistics and Political Sensitivity](#)
 - b. [Partnering with Local Organizations](#)
 10. **Resources and Support**
 - a. [Utilizing the GoFundMe Help Center](#)
 - b. [Referring to the GoFundMe Best Practices Checklist](#)
 - c. [Seeking Legal and Financial Advice](#)
 11. **Monitoring and Reporting**
 - a. [Regular Campaign Monitoring](#)
 - b. [Transparent Financial Reporting](#)
 12. **Post-Launch: Preparing for GoFundMe's Review Process**
 - a. [Understanding the Review Process](#)
 - b. [Providing Required Information](#)
 - c. [Handling Sensitive Information](#)
 - d. [Language Support and Additional Assistance](#)
 - e. **Example of review mail**

13. Adding Team Members to Enhance Trust

- a. [Role and Importance of Team Members](#)
- b. [How to Add Team Members](#)
- c. [Assigning Roles and Responsibilities](#)
- d. [Collaboration and Communication](#)

14. Example of a GoFundMe Page

- a. [Campaign Title and Type](#)
- b. [Story and Organizer's Note](#)

15. Conclusion

In case you don't have time to go through this whole guide:

This guide provides a comprehensive roadmap for creating and managing a GoFundMe campaign focused on supporting causes in Palestine. It covers all aspects from inception to conclusion of a fundraising campaign.

Key Sections to Note:

Section 1: Introduction and GoFundMe's Geographical Limitations: Understand the countries where GoFundMe operates and the importance of aligning your campaign with these limitations. This foundational knowledge is crucial for a successful start.

Section 5: Banking and Financial Information: This section is vital as it delves into the specifics of setting up banking details, understanding tax implications, and planning fund withdrawals. It includes critical information on choosing the best methods for transferring funds to Palestine, considering options like Western Union, MoneyGram, PayPal, or Bank of Palestine.

Section 12: GoFundMe's Review Process: Post-launch, your campaign may be reviewed by GoFundMe. This section guides you through preparing for this review, providing required information, and handling sensitive data securely. It's essential to ensure your campaign operates smoothly and remains compliant with GoFundMe policies.

These sections are integral to the guide, providing the most crucial information for anyone looking to support Palestinian causes through GoFundMe. While each part of the guide is important, paying special attention to these key areas will greatly aid in establishing a successful and compliant fundraising campaign.

1. Introduction:

Welcome to this comprehensive guide designed to assist you in creating and managing a successful GoFundMe campaign, with a special focus on supporting causes in Palestine. This guide aims to provide you with a step-by-step approach, ensuring that your fundraising efforts are effective, transparent, and compliant with all necessary regulations and GoFundMe policies.

Preface: Understanding GoFundMe's Geographical Limitations

Before initiating a fundraising campaign, it's crucial to be aware of the geographical limitations imposed by GoFundMe. As of the latest update, GoFundMe allows fundraisers to be created in 19 countries. If you're planning to support a cause in Palestine, you'll need to start the campaign in one of these supported countries. This limitation is important for both the creation of the fundraiser and the withdrawal of funds, as the person managing the funds must comply with the withdrawal requirements of the country where the campaign is initiated.

Australia	Austria	Belgium	Canada
Denmark	Finland	France	Germany
Ireland	Italy	Luxembourg	Netherlands
Norway	Portugal	Spain	Sweden
Switzerland	United Kingdom	United States	

[More info](#)

Importance of Transparent and Compliant Fundraising

Transparency and compliance are key pillars of successful fundraising, especially when it involves sensitive regions like Palestine. Ensuring that your campaign and fund transfer processes are transparent not only builds trust with your donors but also aligns with GoFundMe's policies. This guide will detail how to maintain high levels of transparency and legal compliance throughout your campaign.

2. Understanding GoFundMe Policies and Restrictions

Research Local Laws and GoFundMe Terms

Start by familiarizing yourself with local laws related to fundraising in your country and in Palestine. Additionally, review [GoFundMe's terms of service to understand their policies on fundraising, particularly for international causes](#). Knowing these regulations and policies will help you shape your campaign to avoid any legal or policy violations.

Payment Processing Considerations

Consider how funds will be processed and transferred. Since GoFundMe's payment processors may have restrictions on direct fund transfers to certain regions, including Palestine, it's essential to plan accordingly. You (the organizer) will need to act as an intermediary or find a reliable method to transfer funds to the intended recipients.

3. Setting Up the GoFundMe Account

Account Creation and Verification Process

1. **Creating an Account:** Sign up for a GoFundMe account by providing basic personal information like your name, email, and address. Choose the country accurately, as it affects your ability to withdraw funds.
2. **Verification:** GoFundMe requires you to verify your identity to prevent fraud and ensure the security of transactions. This might include submitting additional documentation, especially for international campaigns. Be prepared with necessary identification documents and any other required information.

4. Creating the Campaign

Crafting a Compelling Title and Description

- **Title:** Your title should be clear, concise, and compelling. It should immediately convey the purpose of your campaign and grab attention.
- **Description:** This is where you tell your story. Be transparent and detailed about the situation in Palestine and how the funds will be used. Share personal stories if possible to create a connection with potential donors.

Setting a Realistic Fundraising Goal

- Determine the amount of money you need to raise. This should be based on careful calculation of the needs of the campaign, considering all expenses.
- Be realistic and transparent about why this amount is necessary. Overestimating can discourage donors, while underestimating can lead to unmet needs.

Adding High-Quality Photos and Videos

- Include photos and videos that are relevant and resonate with your cause. High-quality visual content can significantly increase engagement.
- Make sure you have the right to use these images and that they accurately represent the campaign.

Choosing the Appropriate Campaign Category

GoFundMe allows you to categorize your campaign. Choose a category that best fits your cause, as this helps potential donors find your campaign more easily.

5. Banking and Financial Information

Providing Bank Account Details

- You'll need to provide bank account details for fund withdrawal. Ensure this account can receive international payments if necessary.

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- The account should ideally be in the name of the campaign organizer or a trusted person who is legally authorized to handle funds.

Understanding Tax Implications

- Be aware of the tax implications in your country for receiving and transferring funds. This might require consulting with a tax professional. (Usually with donations those funds are not taxed, but do your homework)
- Inform your donors if their donations are tax-deductible, depending on the laws of the country where the campaign is based.
 - Donations made to a personal GoFundMe fundraiser, rather than a charity fundraiser, are generally considered to be personal gifts and aren't tax-deductible.

Planning Fund Withdrawal

- **Choosing the Transfer Method:** When planning to send funds to Palestine, consider reliable services like Western Union or MoneyGram for their transparency and ease of tracking transactions.
- **Alternative Options:** PayPal or direct transfers to a Bank of Palestine account are also viable options. However, it's crucial to discuss with the beneficiary which method is most convenient for them.
- **Accessibility Concerns:** Be aware that access to ATMs, Western Union, or MoneyGram offices might be limited in certain areas. Not all locations have these facilities, and some may have limited operational hours.
- **Consult with the Beneficiary:** Have a discussion with the beneficiary about the most accessible and convenient method for them to receive funds. This ensures that the funds you send are not only received but also readily accessible to those in need.
- Develop a clear plan for how and when you'll withdraw the funds. Regular withdrawals can sometimes be more manageable and transparent.
- Communicate with your donors about how funds are being used. Regular updates on fund usage can help maintain trust and transparency.

6. Sharing and Promoting the Campaign

Leveraging Social Media and Networks

- Utilize social media platforms like Facebook, Twitter, Instagram, TikTok to share your campaign. Tailor your message to each platform for maximum impact.
- Engage with your personal and professional networks to spread the word. Personalized messages can be more effective in garnering support.

Engaging with the Community

- Reach out to community groups, local organizations, and forums that might be interested in your cause. Their support can be instrumental in spreading the word.

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- Consider organizing local events or lives, or videos from the beneficiary that explains their situation to raise awareness and encourage donations.

Providing Regular Campaign Updates

- Keep your donors and potential supporters informed with regular updates on your GoFundMe page. Share progress, stories, and any changes in the situation.
- Transparency in updates fosters trust and can motivate ongoing support from donors.

7. Dealing with Challenges

Managing Communication Barriers

- In case of language barriers, consider getting translations for your campaign and responses to reach a broader audience.
- Don't hesitate to create a GoFundMe in multiple languages to reach a broader audience

Ensuring Cultural Sensitivity

- When communicating about sensitive issues, especially those related to Palestine, be culturally sensitive and aware of the political context.
- Respect the diversity of your audience in your messaging to avoid misunderstandings or offense.

8. After the Campaign

Ensuring Transparency and Accountability

- After the campaign ends, provide a detailed account of how the funds were utilized. This can include receipts, photos, or reports.
- This level of transparency ensures donors feel their contributions have made a real difference.

Thanking Donors and Providing Follow-Up

- Send personalized thank-you messages or general updates to all who contributed. This gesture of appreciation can go a long way.
- Consider creating a follow-up campaign or periodic updates to keep the supporters engaged with the cause and the progress made. This can be through GoFundMe or social media.

9. Special Considerations for Palestine

Addressing Logistics and Political Sensitivity

- Understand the unique logistical challenges of operating or sending aid to Palestine, including restrictions on certain types of aid and the complexities of delivering it.
- Your campaign needs to be logic and feasible in the current circumstances.
- Be mindful of the political sensitivities surrounding the Palestinian situation. Ensure that your campaign's messaging is respectful and avoids political controversies.

Partnering with Local Organizations

- Collaborating with local organizations in Palestine can be beneficial. They have on-the-ground knowledge and can assist in navigating local regulations and logistics.
- These partnerships can also lend additional credibility to your campaign and ensure that the aid reaches the intended recipients.

10. Resources and Support

Utilizing the GoFundMe Help Center

- [The GoFundMe Help Center](#) is a valuable resource for answers to common questions and solutions to potential issues you might face during your campaign.
- Utilize this resource for technical support, advice on campaign management, and understanding GoFundMe's policies.
- If you are not sure about something, contact GoFundMe chat support:

Referring to the GoFundMe Best Practices Checklist

- GoFundMe provides a Best Practices Checklist, which is a comprehensive guide to running a successful campaign. It includes tips on setting up your fundraiser, sharing your story, and engaging with donors.
- [Access the checklist here](#) for a structured approach to managing your campaign.

Seeking Legal and Financial Advice

- Considering the complexities of international fundraising and fund transfer, it's advisable to seek legal and financial advice, especially concerning tax laws and international money transfer regulations.
- Professional advice can help ensure that your campaign complies with all applicable laws and GoFundMe policies, thereby avoiding potential legal issues.

11. Monitoring and Reporting

Regular Campaign Monitoring

- Regularly check the status of your campaign, including the donations received, comments posted, and overall engagement.
- Respond promptly to any questions or comments from donors, which helps in building a community around your campaign.

Transparent Financial Reporting

- Keep detailed records of all funds received and how they are being used. This is important for both donor trust and compliance with GoFundMe policies.
- Periodically update your campaign page with financial reports, showing donors how their contributions are making a difference.

12. Post-Launch: Preparing for GoFundMe's Review Process

Understanding the Review Process

- Be aware that GoFundMe may review your campaign post-launch, especially for campaigns related to sensitive areas like Palestine.
- During the review, your ability to withdraw funds might be temporarily paused, but the campaign can still receive donations.

Providing Required Information

- GoFundMe may request specific information about your campaign, the beneficiaries, and how the funds will be used. Prepare to provide this promptly.
- This may include details of the fundraising purpose, the beneficiaries' identities, and plans for fund usage.

Handling Sensitive Information

- If you need to submit sensitive information (like personal IDs), GoFundMe will typically provide a secure method for doing so.
- Ensure that you handle and share personal data responsibly, in line with data protection regulations.

Language Support and Additional Assistance

- If you need assistance in a language other than English, or have specific queries, reach out to GoFundMe for support.
- They can provide translation services or additional guidance as needed.

Example of review mail:

Important Message from GoFundMe - Response Required [Ticket #REDACTED]

3 messages

The GoFundMe team (GoFundMe) <support@gofundme.com>
Reply-To: GoFundMe <support@gofundme.com>
To: Ayoub <ayoubmohyi@gmail.com>

25 January 2024 at 06:07

Hello Ayoub,

Thank you for your efforts to help those affected by the crisis unfolding in the Middle East. Due to recent developments within the region, we're carefully reviewing fundraisers related to this crisis. This is an important step to help ensure fundraisers are in compliance with all applicable laws and strictly enforced policies from our payment partners and our Terms of Service.

Because of this, we've temporarily placed your fundraiser under review as we gather more information on your plan to help those abroad. During this review, although transfers from your fundraiser are paused, your fundraiser remains visible to the public and can continue to receive new donations.

To help us complete the review of your fundraiser, please provide the following information at your earliest convenience:

1. Your full legal name and your connection to the cause or intended recipient.
2. The full legal name of the person who meets the [transfer requirements](#), if someone other than yourself.
3. The official name of the organization or full legal name(s) of the intended recipient(s) of the funds. This is the person(s) the funds are for, or their legal guardian (if under the age of 18).
4. The location (city and country) of the intended recipient.
5. The purpose of the fundraiser. Please share a list of any goods and/or services you or the recipient of the funds will obtain.
6. The name of the bank or transfer service (MoneyGram, PayPal, etc.) you will use to send the funds abroad.

In addition to the above, if the funds raised will be used for exit/evacuation purposes, please also provide the following:

1. Please indicate in writing 'Yes' or 'No' that the funds will be sent for the facilitation of departure from Gaza (*If yes, you will receive a Letter of Attestation (LOA) shortly. An LOA is a signed document confirming the customer's transfer plans discussed in these communications.*)
2. A detailed plan on how the funds will be used to ensure a secure departure out of Gaza. *If applicable, please include the full names of any known coordinators, organizations, travel agents/agencies, or regions that may be involved in the passage.*
3. Confirmation of the exact location where the person or family plans to exit Gaza.

If at any stage you need to send us supporting documentation (such as IDs or passports), please let us know and we can provide a secure link. Please do not send personal information via this thread. **The information provided will only be used by GoFundMe for verification purposes or purposes permitted by our [Privacy Notice](#).**

To complete our review, we need a direct response from you as soon as possible. If you prefer to read this email in another language or have any additional questions or concerns, please let us know so we can better assist you. We appreciate your understanding and all that you are doing for the victims of this crisis.

Kind regards,

The GoFundMe team

Visit our terms: <https://www.gofundme.com/terms>

13. Adding Team Members to Enhance Trust

Role and Importance of Team Members

- **Building Trust:** Adding credible team members can significantly enhance the trustworthiness of your campaign. It shows that there is a team behind the cause, not just an individual.
- **Diverse Skills and Perspectives:** Team members can bring a variety of skills and perspectives, crucial for different aspects of the campaign like marketing, financial management, and communication.

How to Add Team Members

- **Access Your Campaign Dashboard:** Log in to your GoFundMe account and go to your campaign dashboard.
- **Invite Team Members:** Navigate to the 'Team' section and use the option to invite members via their email addresses. They will receive an invitation to join your campaign team.

Assigning Roles and Responsibilities

- **Clear Roles:** Assign specific roles to each team member based on their skills and interests. For example, someone might be in charge of social media, while another handles donor communications.
- **Responsibility Breakdown:** Ensure each team member understands their responsibilities and how they contribute to the overall goal of the campaign.

Collaboration and Communication

- **Regular Communication:** Hold regular meetings (virtual or in-person) to discuss progress, challenges, and strategies. This keeps everyone aligned and informed.
- **Use of Tools:** Utilize tools like group chats, email threads, or project management software to facilitate ongoing communication and task tracking.

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- **Feedback and Support:** Encourage open communication among team members, allowing for feedback and support. This collaborative environment can lead to more effective problem-solving and idea generation.

14. Example of a GoFundMe Page

To provide a clear understanding of how an effective GoFundMe page should look, here is an example.

Campaign Title and Type

- **Title:** "Support Tim's Family for a New Life Beyond Gaza"

Story Section

- **Introduction:** Start with a compelling introduction about the situation, like "Hello, my name is Niveen. I'm reaching out from the heart of Gaza..."
- **Personal Story:** Share the personal journey, struggles, and hopes. For instance, "In the past five years of marriage, my husband and I have moved from one house to another..."
- **Call to Action:** Clearly state what you are asking for and why. Example: "Through this GoFundMe campaign, I am asking for your support to help rebuild our home and our lives."

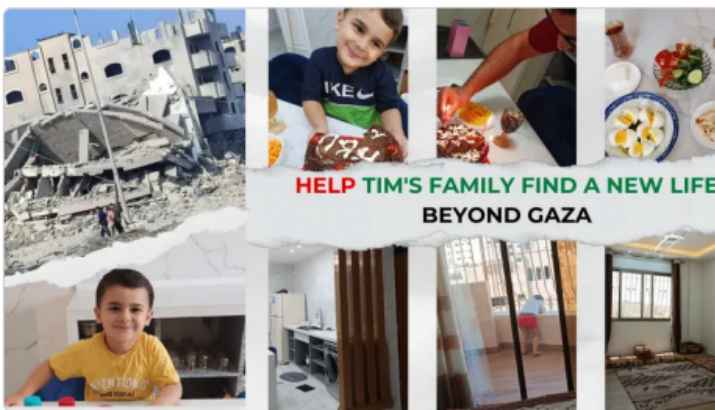
Organizer's Note

- **Introduction by Organizer:** "Hello, my name is Ayoub, and I am organizing this campaign..."
- **Assurance and Transparency:** Express commitment to transparency and how the funds will be used. Example: "I assure all donors that 100% of the funds raised will go directly to Niveen's family..."

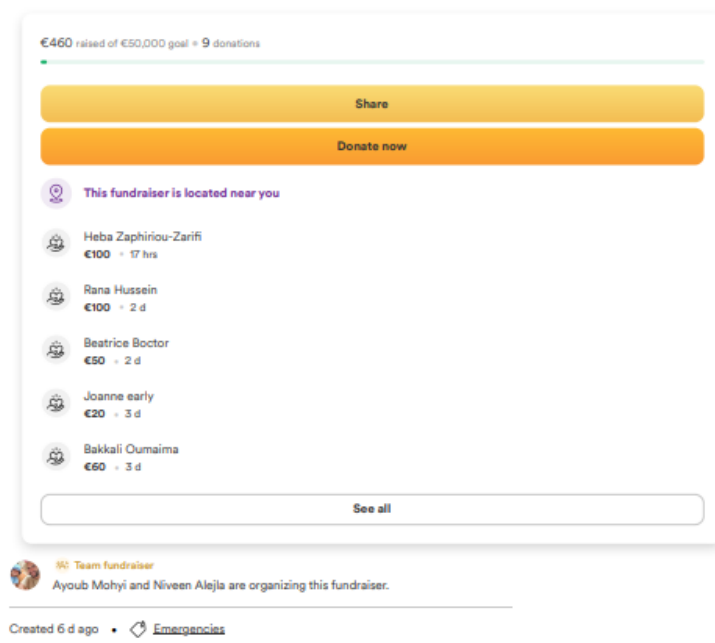
- **Closing Appeal:** End with a heartfelt appeal for support and gratitude. "Thank you for your kindness and solidarity." Especially since donating is not an easy task. It's easier to go and protest, or boycott and spread awareness on social media than contributing. You should really take the time to appreciate the contributors effort and thank them.

Screenshot of GoFundMe campaign:

[Link to the campaign](#) (Don't hesitate to share it or contribute)



Support Tim's Family For a New Life Beyond Gaza



Hello, my name is Niveen . I'm reaching out from the heart of Gaza, a place where resilience is a part of everyday life. I share with you a personal story of loss and hope, and an invitation to help me rebuild the life that was so abruptly taken from me and my family.

In the past five years of marriage, my husband and I have moved from one house to another, searching for a place to call our own. Finally, we thought we had found it. We lovingly built our house, piece by piece, infusing it with our dreams and memories. **We were especially excited to create a special room for our son, Tim, imagining his joy in having his own space. But before we could complete his room, our home was destroyed in a bombing. In one night, our dreams turned to dust.**



The night we had to flee, my thoughts were on a simple garbage bag left inside the house. I worried about coming back to an unpleasant smell, not knowing that we would never return to our home again. When we did come back, all that was left of our beautiful home was rubble.

There's also a financial strain. We were still paying off our home in installments, with three years left. Now, we are left with nothing but the need to rebuild.

This is why I am turning to you. Through this GoFundMe campaign, I am asking for your support to help rebuild our home and our lives.

Please know that sharing this campaign is an incredibly powerful way to help. By spreading our story, you're extending our reach and increasing our chances of finding the support we need.

If you can donate, please know that every contribution, no matter how small, is a step toward giving my family a home again, and a place where my son can have the room he has always dreamt of.

Thank you for reading my story and for any support you can offer, whether it's through a donation or simply by sharing our story ❤️. Together, with your help, I believe we can overcome this tragedy and start anew.

Niveen



Bricks of Hope: Rebuilding Tim's Lost Home in Gaza

Organizer's Note:

Hello, my name is Ayoub, and I am the organizer of this GoFundMe campaign dedicated to rebuilding Tim's lost home in Gaza. I want to assure all donors that **100% of the funds raised through this campaign will go directly to Niveen's family to aid in their efforts to rebuild their lives and home.**

Transparency is of the utmost importance to me, and to that end, **I commit to providing detailed updates and sharing proof of all transactions on this GoFundMe page.**

Every step of the way, you'll see how your generous contributions are making a real difference.

I am grateful for the time you've taken to read about Niveen's story, and whether you contribute financially or by sharing this campaign, **your support is invaluable.** For any questions, please feel free to reach out to me on [Instagram](#).

Together, we can turn the dream of a safe, loving home for Tim and his family into a reality. Thank you for your kindness and solidarity.

15. Conclusion

This guide is designed to provide you with a comprehensive understanding of how to create and manage a GoFundMe campaign, especially focused on supporting causes in Palestine. We have covered important aspects from understanding GoFundMe's policies and geographical limitations to crafting a compelling campaign story, engaging with your community, handling financial transparency, and much more.

Remember, the success of your campaign hinges not only on the story you tell and the funds you raise, but also on the trust and transparency you maintain with your donors. Each step in this guide is aimed at helping you build a strong, effective, and empathetic campaign that can make a real difference.

Thank you for taking the time to go through this guide. Your efforts in creating a GoFundMe campaign can have a significant impact on the lives of those you are aiming to help. We wish you the best in your fundraising endeavors and hope that this guide serves as a valuable resource in your journey.

Ayoub Mohyi