



Crowdsourcing Tips & Tools

Resources on how to use crowdsourcing for Matching Fund projects.

GoFundMe

Start your GoFundMe by telling your story and setting a goal. You will then receive a fundraising page to accept donations and share your campaign. Signing up is completely free and every donation can go to the recipient to keep, whether or not the goal is reached.

- [How it Works](#)
 - Learn how GoFundMe works with videos and links that will help you create a successful campaign.
- [From Start to Finish](#)
 - The detailed process of how a GoFundMe is used from start to finish with screen shots that can help you get started.
- [6 Steps to a Successful Campaign](#)
 - Follow these six steps provided by GoFundMe that will help your Matching Fund have a successful campaign.
- [FAQs](#)
 - List of commonly asked questions regarding GoFundMe.

Facebook Fundraiser

Facebook can be used to donate and raise money for both nonprofits and personal causes. Facebook makes it easy to support nonprofit organizations and other causes that are important to your chapter/youth service club.

- [How to Get Started](#)
 - Step-by-step guide on how to start a Facebook Fundraiser.
- [Facebook Fundraiser Overview](#)
 - Find information on creating a Facebook Fundraiser, how to have a successful fundraiser and FAQs.

Make it Unique to Modern Woodmen

Whether GoFundMe or Facebook Fundraiser is used, it's important to still follow Modern Woodmen's guidelines and involve members. Below are resources that can help.

- Share the fundraising campaign with members.
 - Include the link to the fundraiser on the postcard invitation.
 - Send or share the [fillable activity flier](#) to members including the link to the fundraiser.
 - Share the link and information in your chapter or youth club's closed Facebook group.
- Follow branding guidelines when setting up your fundraising page.
 - Visit the [Modern Woodmen logo and branding information](#) on the Training Materials page for more information and to find approved logo images.

- Follow the [branding guidelines](#) listed on the public website.
- Include detail in the crowdsourcing description.
 - Sample description for the GoFundMe or Facebook Fundraiser.
 - We are [chapter/youth service club #] in [city, state]. We are members of Modern Woodmen of America, a member-focused financial services organization that provides opportunities for members to learn, socialize and volunteer in their local community.

One way we provide this opportunity is through our Matching Fund projects. A Matching Fund allows members to support a local community cause or an individual that is experiencing a tragic need by providing a match for money raised through a fundraising event.

Our [chapter/youth service club] is raising money for [Name/organization]. [Include details here as to why the money is needed and what it will be used for].