



What is GoFundMe?

Based in California, GoFundMe launched in 2010 and is an online crowdfunding platform. Millions of people have raised over \$2 Billion using GoFundMe. The most popular fundraising categories on the site are medical, education, volunteerism, personal emergencies, and sports teams.

What is the official relationship between National PTA and GoFundMe?

GoFundMe became a Proud National PTA Sponsor in April 2016. This designation reflects GoFundMe's significant contribution to PTA. As a PTA sponsor, the company is entitled to benefits commensurate with their contribution level (i.e., convention sponsorship, advertising, and use of the Proud National Sponsor logo).

Does National PTA endorse GoFundMe?

National PTA does not endorse any commercial entity, service, or product.

How can a state, district, council, or local unit PTA use GoFundMe?

State, district, council, or local unit PTAs can choose to use GoFundMe as a fundraising platform to raise money from individual donors for the benefit of their PTA's programs, services, or activities, similar to other tools available for raising and collecting money. For example, a PTA can organize a fundraising campaign to receive donations in support of their Reflections awards program.

When a PTA sets up a fundraising campaign on GoFundMe, who should be named as the beneficiary of that campaign?

The PTA organizing a fundraising campaign on GoFundMe should also be the named beneficiary of that campaign.

Are all donations on GoFundMe tax deductible?

Only some donations on GoFundMe are tax deductible.

Yes, Tax Deductible if ...

- Donations made to a GoFundMe Certified Charity campaign are guaranteed to be sent directly to the registered 501(c)(3) nonprofit organization and are therefore tax deductible.

All PTAs "in good standing" (State, Council, Local Unit) are registered 501(c)(3) nonprofit organizations with a US Tax ID and therefore eligible to be a GoFundMe Certified Charity.

Not sure if a fundraising campaign is set up as a GoFundMe Certified Charity campaign?

- Donors giving to a Certified Charity campaign receive a tax-deductible receipt automatically (electronically) from GoFundMe's charity partner (see below).
- Certified Charity Campaigns usually have a 'Certified Charity' badge under the "Donate" button on the campaign page. If a campaign page does not show the 'Certified Charity' badge, then it's likely a personal campaign. Donors to a personal campaign will need to consult with a tax professional to see if their donation is eligible to claim as a tax deduction.

Because only Certified Charity campaigns on GoFundMe result in tax deductible donations, this is further encouragement for PTAs to ensure that all their campaigns on the site are set up with PTAs, not individuals, as the beneficiaries.

No, Not Tax Deductible if ...

- Donations made to a GoFundMe personal campaign (i.e., any campaign with a specific individual as the beneficiary) are generally considered to be personal gifts and are not guaranteed to be tax-deductible.

May a PTA unit create a fundraising campaign for the benefit of an individual recipient? For example, may a local PTA create a fundraising campaign to benefit one specific teacher or student?

No, a PTA's campaign cannot benefit an individual recipient. A fundraising campaign organized by a PTA unit should be for the benefit of that PTA unit to use in funding programs, services, and activities as determined by the will of their membership body in support of PTA's mission.

- **Appropriate for PTA Unit (examples):**
 - PTA Unit organizes a fundraising campaign to raise money for the PTA (beneficiary) to host a Teacher Appreciation Week luncheon for all the teachers at their school.
 - PTA Unit organizes a fundraising campaign to raise money for the PTA (beneficiary) to purchase and distribute school supplies to supplement classrooms as needed.
- **Not Appropriate for PTA Unit (examples):**
 - PTA Unit organizes a fundraising campaign to raise money to help second grade teacher Mrs. Smith (beneficiary) pay her medical bills after an accident.
 - PTA Unit organizes a fundraising campaign to raise money to help compensate seventh grade teacher Mr. Jackson (beneficiary) for the money he spends out of pocket on school supplies.

Is it safe to donate on GoFundMe?

All transactions are securely encrypted using Secure Socket Layer (SSL) technology. This is the same technology that banks and credit card companies use. Donors should always see a green lock in their address bar when donating. For more security information, please visit www.gofundme.com/safety.

How much does it cost to use GoFundMe?

While it's free to create and share an online fundraising campaign, there are fees deducted from the donations received, as is typical with most online fundraising platforms.

For campaigns *on or after* November 3, 2016:

Certified Charity Campaigns (U.S.) – 7.9% (+\$0.30)

- GoFundMe deducts a 5% fee from each donation received
- PayPal Giving Fund deducts a 2.9% payment processing fee (+\$0.30) from each donation received

For campaigns *prior to* November 3, 2016:

Certified Charity Campaigns (U.S.) – 9.25%

- GoFundMe deducts a 5% fee from each donation received
- FirstGiving deducts a 4.25% fee from each donation received

Since these fees are deducted automatically, a campaign organizer does not need to worry about being billed or owing any money.

How are donations processed with a Certified Charity campaign?

If a PTA has created a Certified Charity campaign *after* November 3, 2016:

All donations will be processed through PayPal Giving Fund, which is a 501(c)(3) charitable organization. After the deduction of applicable GoFundMe fees, PayPal Giving Fund delivers the funds they receive on a monthly basis into the PayPal account designated by the organizing PTA. PayPal Giving Fund does not charge a fee for their services.

The organizing PTA does not need to set up direct deposits. All payments will be processed and collected by PayPal Giving Fund, who will then deliver funds to the designated PTA's PayPal account around the end of every month.

Once the funds are in the designated PTA's PayPal account, authorized representatives of that PTA can withdraw to their attached PTA bank account as they would normally in a PayPal account.

If a PTA has created a Certified Charity campaign *prior to* November 3, 2016:

All payments will be collected by FirstGiving and prepared for delivery (i.e., payment) to the designated PTA at the mailing address registered on file with the Internal Revenue Service (IRS).

FirstGiving will issue checks around the 15th of each month for all funds raised in the previous month. For example, if a PTA raised money in November, FirstGiving would send a check for those funds in December.

However, after sending a second check payout, FirstGiving will start deducting a \$20 fee for each check moving forward. To avoid this fee and receive funds weekly instead of monthly, GoFundMe recommends setting up electronic transfers instead.

To set up electronic transfers, please follow these steps:

1. [Download this form](#).
2. Fill out all the steps of the form. At step 5, write "GoFundMe" in the empty space on the right.
3. Send the form and a copy of a voided check from the designated PTA's checking account to firstgivingeft@firstgiving.com.
4. Include in the email message that this message is regarding a GoFundMe user and include the campaign's hyperlink for reference.

For questions about the delivery of donations payable by FirstGiving, please contact FirstGiving directly at 877-365-2949 or at support@firstgiving.com.

How does GoFundMe guarantee the authenticity of every campaign?

GoFundMe provides visitors with tools to make an informed decision as to who they choose to support. While GoFundMe and its payment partners do provide a number of safeguards to deter fraud, they implore potential donors to follow the advice stated on each and every campaign: "Only donate to people you personally know & trust." For more information, please visit www.gofundme.com/safety.

A PTA wants to start a GoFundMe campaign to provide a new snack machine/ technology/billboard/equipment/field trips (etc.) for their school.

Be sure to set up a Certified Charity campaign on GoFundMe so that all donations are tax deductible and to ensure that donations go directly to the PTA. Before proceeding with the PTA's fundraising campaign, check with the school administration to ensure that the campaign's intended purpose matches their needs and expectations. It is always a smart idea to make sure everyone is on the same page about the purpose and plans for a major fundraising campaign before it begins.

A PTA member at a local school wants to start a GoFundMe campaign for his child's teacher.

Individuals are encouraged to work through their local PTA to understand and meet the needs of classrooms in a collective, coordinated effort. While GoFundMe provides the ability for an individual to organize a personal campaign to receive donations from fellow parents, friends, and others, this is not a PTA best practice. Further, those donations are not tax deductible because they benefit an individual and not a charitable entity (like PTA).

A teacher wants to start a personal GoFundMe campaign to help cover the costs for supplies/a field trip/ new technology (etc.).

Many schools and school districts have established guidelines that govern a teacher's fundraising activities. Teachers and administrators are encouraged to work through their local PTA to share the needs of classrooms in a collective, coordinated effort.