

# Engaging Gen Z – The Future is Crowdfunded

## Welcome

# What we'll cover today

- Welcome and intro
- How GoFundMe works
- The data
- Case studies
- How you can make this work
- Q&A



**Dina Rickman**

Senior Director @ GoFundMe  
Turned GoFundMe into biggest  
fundraising brand in the UK. Leads  
growth across 20 countries

**First, let's define our terms**

# Who is Gen Z?



Born between  
1996-2010



That means the oldest  
Gen Zs are almost 30



Emerging leaders  
*(and great at selfies)*

**And who are GoFundMe?**

# We're the biggest brand in the UK, and the world

## Awareness of online fundraising or crowdfunding websites

Before taking this survey, which, if any, of the following online fundraising or crowdfunding websites were you aware of?  
(Please select all that apply, including any brands you may hav...

	Percent
GoFundMe	75
JustGiving	65
Facebook fundraising	16
Crowdfunder	25
Chuffed	1
Enthuse	1
iRaiser	2
Instagram fundraising	6
None of these	11
Unweighted N	2,313

YouGov platform awareness  
Jan 2025

# Especially among 18–24 year olds

## Awareness of online fundraising or crowdfunding websites

Before taking this survey, which, if any, of the following online fundraising or crowdfunding websites were you aware of?

(Please select all that apply, including any brands you may hav...

Percent

GoFundMe	80
JustGiving	41
Facebook fundraising	25
Crowdfunder	38
Chuffed	3
Enthuse	1
iRaiser	4
Instagram fundraising	19
None of these	7
Unweighted N	214

YouGov platform awareness  
Jan 2025

# GoFundMe

## Giving Guarantee

GoFundMe is the only site with a guarantee where if funds don't get to where they're supposed to, you get your money back

A quarter of our staff are dedicated to trust and safety



# Powered by donors, total transparency

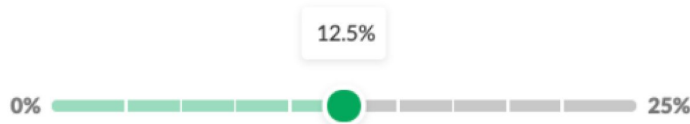
We make our money through tips.

Donors can use our unique slider to easily move this to zero.

We offer full refunds on any tips given in error.

## Tip GoFundMe Services

GoFundMe has a 0% platform fee for organizers. GoFundMe will continue offering its services thanks to donors who will leave an optional amount here:



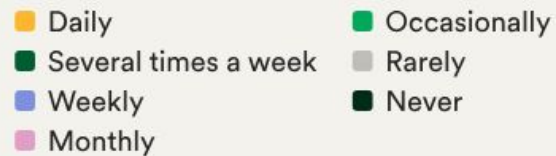
Enter custom tip

**Continue**

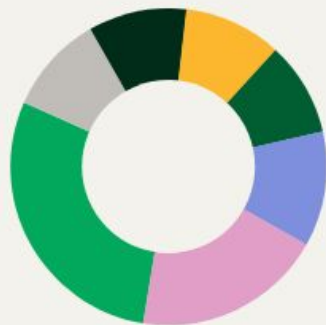
Certified Charity donations are made to PayPal Giving Fund UK, a registered charity (No. 1110538), minus processing fees and granted within 15-45 days, subject to its terms. In the unlikely event that there is a problem funding your chosen charity, PayPal Giving Fund UK, a registered charity (No. 1110538) will contact you before reassigning the funds. Your donation is typically tax deductible in the UK.

**GoFundMe x Gen Z**

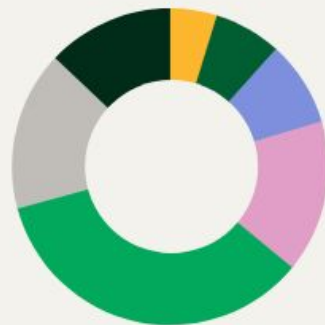
How often is each generation sharing fundraisers?



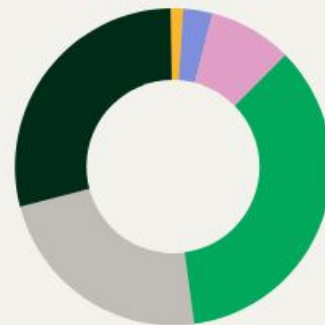
Gen Z



Millennial



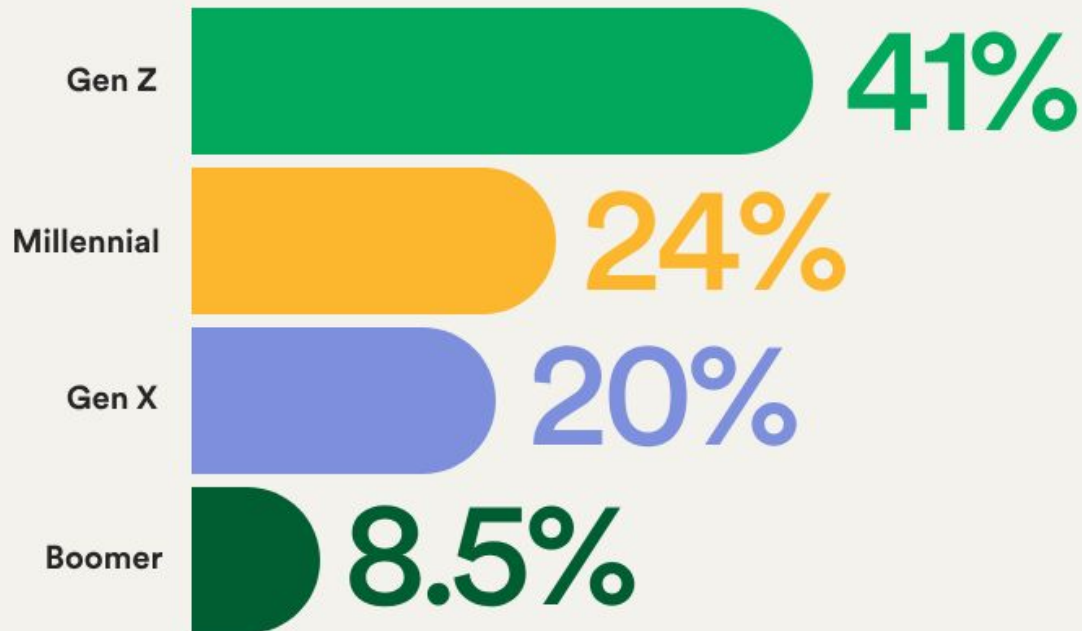
Gen X



Boomer

## Sharing can reinforce giving behavior by inspiring others

Gen Z says a piece of social media content (e.g. post, video) motivated them to look into or donate to a cause



## Gen Z is the most motivated to share, but the most uncertain about who, what, and how

Gen Z is more likely than average to say they didn't share a cause or fundraiser because:



# Gen Z Giving Trends

- Gen Z uses GoFundMe as a **response tool**:
  - Tied to **news, social justice, pop culture, and TikTok trends**
  - Examples: fundraisers around **emergencies, identity-based causes, or creator-led giving**
- Viral momentum often **starts on social** and gets amplified by peer sharing
- The **importance of mobile-first design, shareability, and authenticity**
- **That means easily shareable**

# Crisis as an entrypoint

## We Get People Engaged During Crisis Moments

### Speed and Shareability

- Mobilises within *hours* of a crisis, often before traditional media catches on
- Use platforms like TikTok and X to amplify causes
- Look for donation links *in the moment*—GoFundMe is often the fastest place to donate

## Why Gen Z shares

Here are some of the most common reasons Gen Z shares causes and fundraisers:

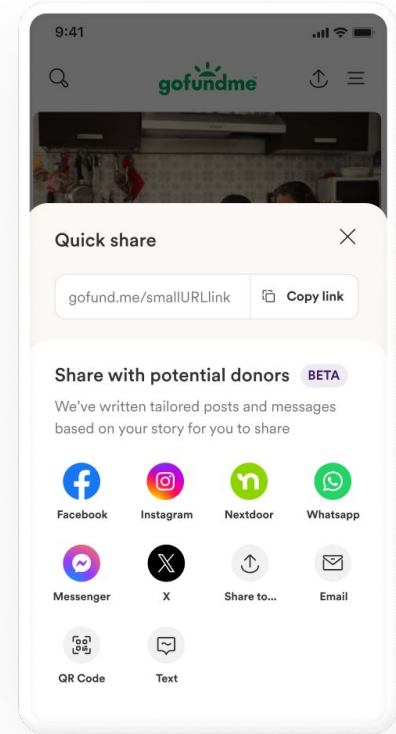
- 42% want to be a part of the greater solution
- 36% believe sharing plays a role in the community
- 36% want to get more support for a cause they care about
- 32% want to influence others to give



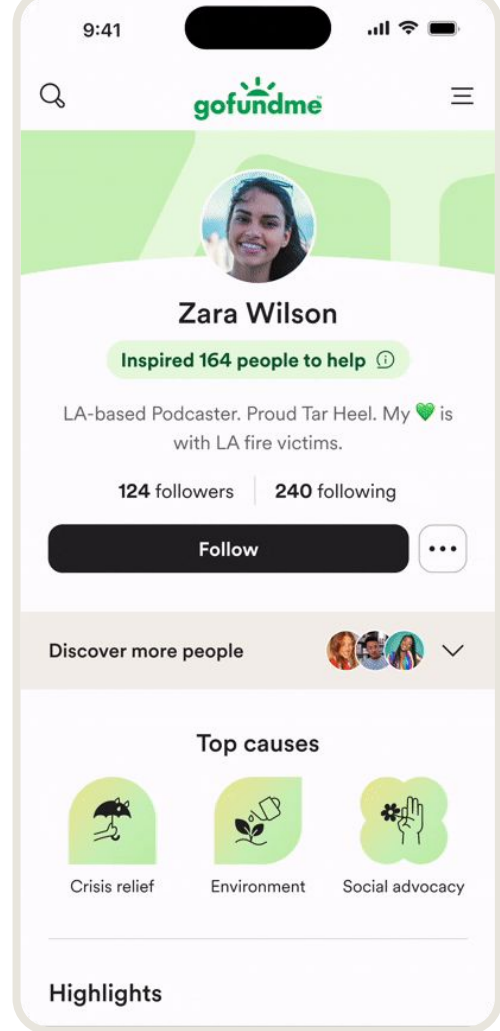
Instagram

## Shareability on GFM

GoFundMe users can create fundraisers on GoFundMe that benefit charities and share those fundraisers to Instagram, with enhanced sharing capabilities.

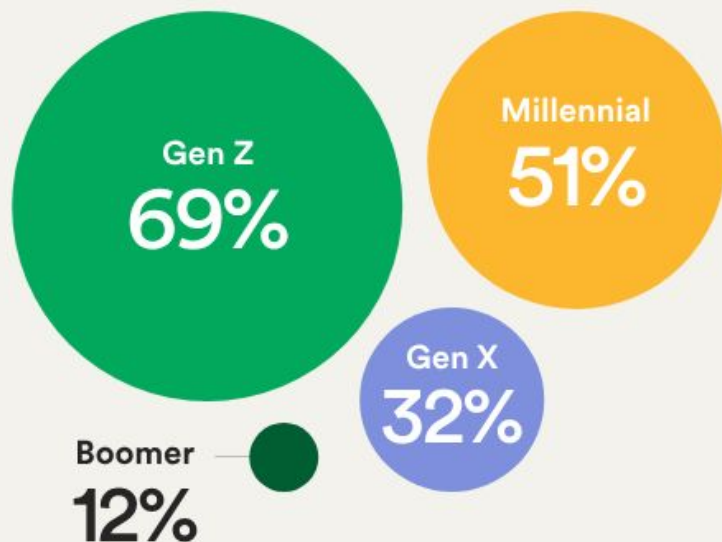


## GFM profiles



## Younger respondents are more likely to engage with impact creators and their content

The majority of Gen Z and Millennials follow an impact creator



1 in 4 Gen Z surveyed say they have been inspired to donate by social media creators

25%

Gen Z

16%

Millennial

9%

Gen X

2%

Boomer

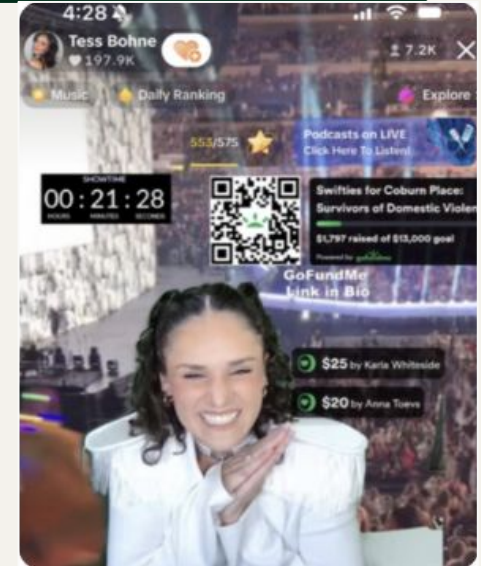
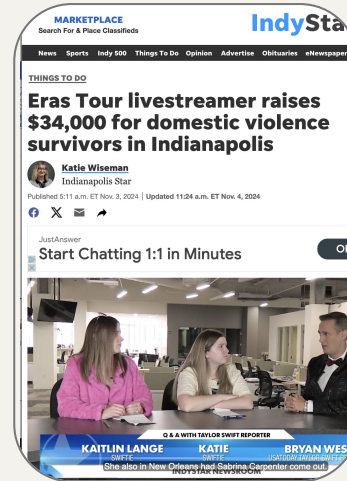
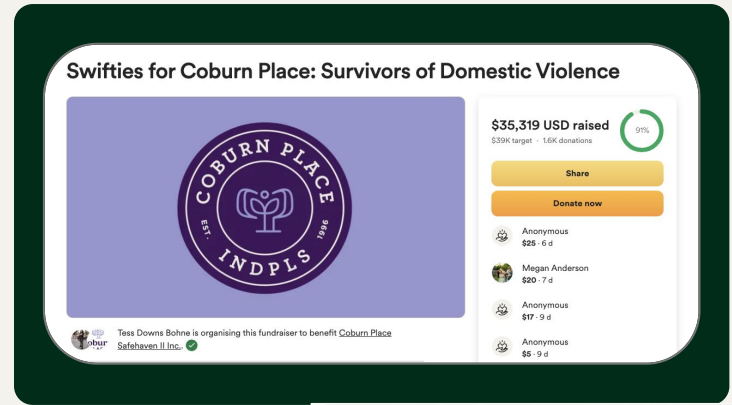
# **Case study: Eras Tour for a cause**

# Eras Tour Stream for a Cause

**Overview:** Eras Tour streamer Tess used GoFundMe's live fundraising tools to raise thousands for a local domestic violence charity. She went on to host 4 more Eras Tour fundraisers which she promoted during the Era's Tour.

## Live Fundraising Highlights:

- Seamless Donation Integration: Viewers could donate directly within the stream using the QR code
- Real-time Engagement: Live donations & comments amplified excitement throughout the stream
- Donating \$13, Taylor's lucky number. Mobilising fans



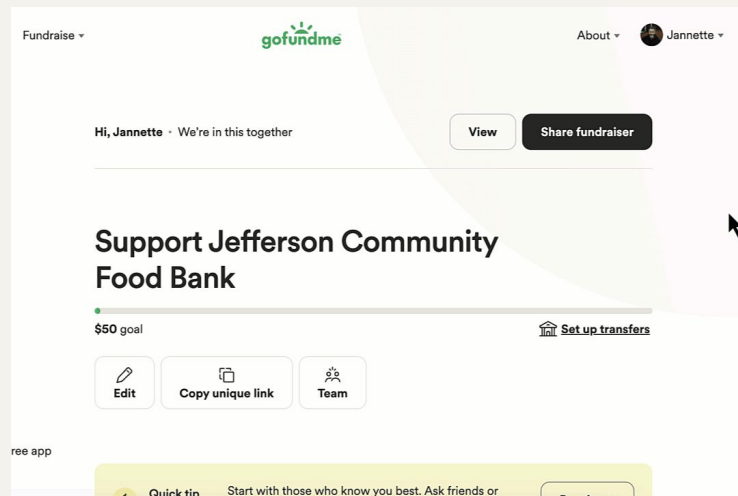
## How we can support

- ✓ Top of class live fundraising tools
- ✓ Dedicated live stream support from our team
- ✓ No fees on Gift Aid
- ✓ Tap into giving global giving networks
- ✓ Powerful, tailored storytelling with national and local press

# How do Live Fundraising Tools work?

## Setting up a live stream is as easy as:

1. **Sign In:** Log into GoFundMe or create an account.
2. **Choose a Fundraiser:** Pick an existing fundraiser or start your own.
3. **Get Your Widget:** Click “Share” → “Streaming Widgets” to generate widget links.
4. **Add to Streaming Software:** Paste the widget link into OBS or another browser source tool.
5. **Go Live:** Share the fundraiser link and start engaging viewers.



**How you can use this to win**



## Tactics That Work

- ✓ **Video-first campaigns** – short, emotional, vertical
- ✓ **Influencer collaboration** – micro > macro
- ✓ **Interactive tools** – live streams, QR codes
- ✓ **Challenge formats** – make it social
- ✓ **Clear CTAs** – donate, share, act

Think about what's trending

Have templates to help you react quickly

Innovate and fail fast: Not everything is going to work, but doing nothing never works

Create a compelling story

Winners  
ask  
questions