

ADOPT A BUSINESS RUTHERFORD

Create Your GoFundMe Page www.AdoptaBusinessRutherford.org

SHARE YOUR FUNDRAISER

- Connect your GoFundMe to your Facebook and Instagram
- Your GoFundMe will be on the Adopt a Business website (adoptabusinessrutherford.org), and multiple social media and print outlets for donations.
- Sponsors are key to raising money. We will help you build your sponsors team. You can also email family and friends.

MANAGE YOUR FUNDRAISER

- Your dashboard is where you'll manage all aspects of your fundraiser, including withdrawals.
- The money a sponsor raises goes directly into your business's GoFundMe Account.

For help setting up your GoFundMe page:

Email Alcides at
info@adoptabusinessrutherford.org

When you've completed your page:

Email your link to
info@adoptabusinessrutherford.org
for inclusion in AdoptaBusinessRutherford.org

1. Go to GoFundMe.com
2. Click "Start a GoFundMe" from the homepage
3. Click the sign up button on homepage (If you already have a GoFundMe account, please use the sign-in option instead)
4. Enter your name, email address, and a password to create a new account (you will receive a text code to proceed)
5. Enter the goal amount and title of fundraiser (5 months of rent) GoFundMe will add a processing fee
6. Create a fundraiser title (you must use your legal business name that is on your bank account)
7. Choose the currency. You will **not** be able to change the currency after creating your fundraiser
8. Who are you raising funds for? (select Myself, then select company or business)
9. Enter your zip or postal code (Rutherford, 07070)
10. Choose your category (the best fit for your business)
11. Are you fundraising for a team or business? (select: Team)
Add your team after your fundraiser has been created
12. Add a main image (your logo or your storefront is best, 550 pixels wide by 300 pixels tall, JPEG or PNG)
13. Write your story. A great story will be open and descriptive, and include who you are, why you got into business, and why you love owning a business in Rutherford