WEBSITE PLATFORM OPTIONS

FARA utilizes the GoFundMe Pro fundraising platform to create event websites, and to collect donations and registration fees. FARA Staff will work with those hosting grassroots events or campaigns to decide which website option is appropriate and design the website using your desired event branding. *Note: if you are participating in rideATAXIA or Team FARA, these websites will be set up for each campaign — you just need to register and customize your team and personal fundraising pages.*

Donation Page

A donation page is a checkout form where supporters can submit donations. You can create a standalone donation page to use as your main donation form. Then, you can link to the page from a donation button on a separate website, social media, or email to gather gifts.

Crowdfunding

Crowdfunding campaigns allow your supporters to make a donation. But before they reach the donation form, they see a landing page where you can share photos, video, more information about your story, the cause, or even a fundraising thermometer.

Ticketed Event

Ticketed Events allow you to sell tickets and sponsorship to fundraising events. No matter what type of event you host, you control the number and types of tickets you offer. These pages also allow for those who cannot attend to contribute.

Peer-to-Peer

Peer-to-peer campaigns allow supporters to fundraise on behalf of your event. On your campaign page, supporters can set up personal or team fundraising pages. Then, they can ask family and friends for donations that go to FARA.

Registration with Fundraising Event

Registration with Fundraising campaigns combine Peer-to-Peer campaigns and Ticketed Events. Supporters register for the event and also set up personal or team fundraising pages. This allows supporters to ask family and friends for donations before or during your event. This platform works well with events such as runs, walks, or dance-a-thons.