

Fundraising Success Guide

Thank you for your interest in fundraising for Direct Relief. Your efforts to spread awareness and raise funds play a vital role in improving the health and lives of people affected by poverty, conflict, and emergencies around the world.

We are deeply grateful for your support and honored to have you as part of the Direct Relief community.

STEP 1 How to Get Started & Create a Fundraising Page on GoFundMe

CREATE A FUNDRAISING PAGE

Visit [Direct Relief's Nonprofit GoFundMe page](#). Select "Start a Fundraiser". You'll be prompted to log in or create a GoFundMe account if you don't have one.



VERIFIED

Direct Relief

Direct Relief delivers life-saving medicines, medical supplies, and emergency aid to people facing disasters, poverty, and health ... [Learn more](#)

Start a fundraiser

Donate now



Your donation minus transaction fees will go to PayPal Giving Fund (PPGF), a registered 501(c)(3) charity. PPGF will distribute the amount to this charity, unless there is a problem sending the funds. [Details](#).

STEP 2 Create A Title For Your Page

If you are fundraising for a specific program or emergency response, please include that in the page title.

FOR EXAMPLE

**"Alex runs for Direct Relief:
Turkey & Syria Earthquake"**

STEP 3 Personalize Your Page

COVER PHOTO

Direct Relief has some photos you can use, or you can upload your own.

GOAL AMOUNT

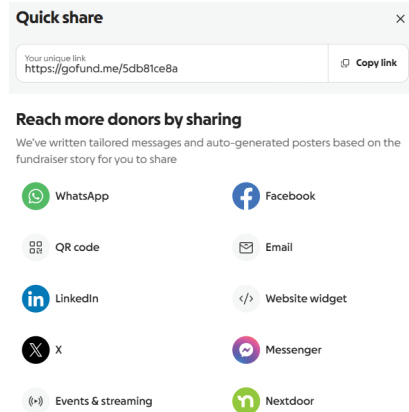
Set a motivating goal for yourself, your group, or your event.

STORY

Introduce yourself, your group, or your event and share why you're supporting Direct Relief.

STEP 4 Share Your Page

SHARE YOUR GOFUNDME PAGE LINK



- Email
- WhatsApp
- LinkedIn
- Facebook
- Facebook Messenger
- Nextdoor App
- X
- QR Code & More

Activate Your Network

Brainstorm the communities you can reach out to – including any group chats, email lists, or community forums you're a part of.



- ▶ Family, friends, & loved ones
- ▶ Colleagues and professional networks
- ▶ Neighbors or local community groups
- ▶ Alumni networks
- ▶ Sports teams or fitness groups
- ▶ Hobby or interest groups (running clubs, book clubs, crafting groups)

...The list goes on!

When sharing on social channels don't forget to tag or mention **@DirectRelief** so we can like, comment, and cheer you on!



Direct Relief Messaging You Can Reference



Direct Relief History

In 1948, immigrant founders William Zimdin and Dennis Karczag established Direct Relief to deliver food, clothing, and medical aid to communities in Europe devastated by World War II. Over 75 years later, Direct Relief remains steadfast in its mission: identifying health needs and delivering essential medical aid to communities worldwide at no cost.

[!\[\]\(cbe2492b119e39e02a1dab2af4a4b296_img.jpg\) Learn More About Direct Relief's Global Impact](#)



→ is a humanitarian aid organization, active in over 80 countries including all 50 states and U.S. territories, with a mission to improve the health and lives of people affected by poverty, conflict, or emergencies — without regard to politics, religion, or ability to pay.

→ ensures essential medicines and medical supplies reach people who would otherwise go without — both in times of crisis and throughout the year.

→ partners with trusted local healthcare providers by delivering specifically requested medicines and supplies at no charge.

→ exists for the simple humanitarian purpose of ensuring that when someone seeks care, effective treatment is there for all, regardless of the circumstances of their birth, where they live, or their ability to pay.

→ supports communities affected by disasters and conflict through a phased, needs-driven approach. In the immediate aftermath of crises, Direct Relief works to provide access to care and address urgent, life-saving needs. As recovery progresses, Direct Relief invests in longer-term support such as access to reliable health care, strengthened health systems, post-operative services, and other critical components of health support — while remaining responsive to priorities identified by local partners. Over the long term, Direct Relief focuses on building resilience and sustainability by supporting programs that strengthen local capacity and health systems.

Why Direct Relief?

Direct Relief ensures that 100 percent of all donations given for specific programs or emergency responses are used only on expenses related to supporting that program or response, not fundraising.



Logos

If you are creating any kind of marketing materials that are separate from your fundraising page please send them to **Lilla Pellechi**, epellechi@directrelief.org for approval. In some cases, Direct Relief may require a logo usage agreement.



[Logos](#)



[Logo guidelines](#)

Sample Fundraising Plan

| 4 weeks

WK 1

SET YOUR FOUNDATION

Goal Get your fundraising page live and visible

- Create your fundraising page on **GoFundMe**
- Announce your fundraiser – start with those close to you to gain momentum!
 - Share across your preferred channels and mediums (Instagram, Facebook, LinkedIn, community groups, text groups, email, etc.)
- Tag [@DirectRelief](#) so we can like, comment, and cheer you on

WK 2

KEEP YOUR COMMUNITY ENGAGED

Goal Maintain momentum and bring in new supporters

- Post a progress update
 - Share a milestone or gratitude for those who have supported so far
- Send personalized outreach
 - A short text, DM, or email can go a long way in connecting with your community

WK 3

INVITE NEW SUPPORT

Goal Reach beyond your initial network and show your passion for the cause

- Share a new post (personal impact story, quote, why you're supporting Direct Relief)
- Brainstorm other mediums to share or post your fundraiser
- Remember to thank and celebrate donors!

WK 4

FINISH STRONG AND CELEBRATE

Goal Final push and close with gratitude

- Post a final reminder!
 - Share an update on where you are in relation to your goal and when the fundraiser or event will be ending
- Close with a heartfelt thank you, celebrating the impact your community made possible

Spreading the Word

| Messaging Templates



Subject line: [I'm fundraising for Direct Relief to Bring Medical Aid to Communities in Need - Join Me!] [Join Me in Supporting Direct Relief and Delivering Medical Aid Where It's Needed Most]

Dear [Name], [loved ones], [friends], [friends & family]

I'm reaching out to invite you to join me in supporting Direct Relief. For more than 75 years, Direct Relief has worked quietly and effectively to ensure essential medical aid reaches people facing disaster, poverty, conflict, and other extreme hardships. From rapid disaster response to long-term support for healthcare providers in underserved communities across the U.S. and around the world, Direct Relief focuses on removing barriers and getting critical aid where it's needed most.

A donation to my fundraiser, or sharing this message, can make a meaningful difference in delivering vital medical resources to those who need them most. If you feel inspired to support, you can donate at the link below:

[insert fundraising page link]

If you want to share this message, you can reshare my post on Facebook [link to post], or X [link to post], or forward this email amongst your communities.

Thank you for being part of this important work and for helping bring vital aid, care, and hope to communities around the world.

With gratitude,
[Your Name]

Spreading the Word

| Social Media Post

I'm fundraising for **@DirectRelief** to help bring vital medical aid to communities in need around the world. 🌍❤️

For over 75 years, Direct Relief has been delivering aid to communities facing immense hardship, from disaster response to supporting healthcare providers in underserved communities. I'm proud to support their work and hope you'll join me.

My goal is to raise \$[goal amount] to help get critical supplies and care to people who need it most.

If you'd like to help:

- ✔️ Donate to my fundraiser
- ✔️ Share this post to spread the word
- ✔️ Leave an encouraging message

Here's the link to support:

[\[GoFundMe fundraising page link\]](#)

Thank you for helping bring hope, care, and medical aid to communities in need.

| Sharing an Update



I'm deeply grateful to everyone who has supported my fundraiser for **@DirectRelief**. Reaching our first milestone of \$X was only possible because of your generosity, and your support is helping deliver vital medical aid to communities facing natural disasters, civil conflict, poverty, and limited access to healthcare around the world.

Every donation helps Direct Relief continue responding to emergencies, supporting healthcare providers, and ensuring essential medical supplies reach people who need them most.

If you want to help, you can donate at the link below or share this post.

[\[GoFundMe fundraising page link\]](#)

FAQs

Where does the money I raise go?

100% of funds raised go to support Direct Relief's programs that provide medical supplies, disaster response, and health services to communities worldwide, not fundraising costs.

Can we fundraise supplies and donate them to Direct Relief?

Because Direct Relief is a licensed wholesale pharmaceutical organization, we operate under very strict regulatory and compliance requirements. For that reason, we're unable to accept donated medical or supply items except from our vetted distribution partners. While our hands are tied in that regard, the most impactful way you can support Direct Relief is through fundraising, which allows us to quickly deliver exactly what's needed to communities in need.

Will those who donate to my fundraiser receive a receipt?

Yes, donations are tax deductible, and donors will automatically receive a receipt. Direct Relief is happy to resend a receipt if needed, please reach out to donations@directrelief.org.



Need additional support or have questions?

Reach out to **Lilla Pellechi**, Manager of Digital & Community Fundraising
at Direct Relief epellechi@directrelief.org