

## Fundraising for Charity

## Use Crowdfunding to Raise Money for Charitable Causes

As a central part of the community, race clubs regularly become aware of people and local causes that would benefit from financial support and assistance.

Be it an injured racing participant, a child in need of medical funding or a community that has suffered from a natural disaster, race clubs have access to a large and varied population and as such are perfectly placed to help these people in need.

One opportunity to champion these benevolent causes is to establish a crowdfunding platform with GOFUNDME in order to collect online donations.

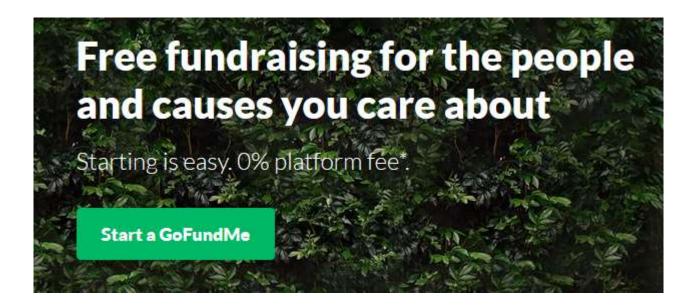
To do this simply go to https://www.gofundme.com

There are clear instructions on the GOFUNDME site on what you need to do to set your club up and there is also an App that helps you keep track of incoming funds and donors.

The site does take a small fee but it's free to set up and get going.

The platform also supplies you with online promotional tools to help you share your campaign with your members and patrons in order to encourage donations to your club or cause from anywhere in the world!

Once you have established the GOFUNDME page, ensure you also promote donating to the charitable cause on your website, via social media, the local press and at your race meetings.



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