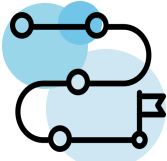




GoFundMe Pro Campaign Mapping

How does my GoFundMe Pro data sync to Virtuous?



This diagram offers a visual overview of the recommended mapping for GoFundMe to Virtuous Campaigns. When configuring your mapping, **we recommend creating all Campaign data in Virtuous first.**

KEY

Campaign information below is represented with color-coded boxes indicating:



SYNC SETTINGS: YOUR DEFAULT CAMPAIGN



Gifts synced **without** Custom Campaign Mapping will be created under this Default Campaign. Virtuous will generate Segments with the corresponding GoFundMe Campaign ID.

Recommended Configuration:

VIRTUOUS CAMPAIGN

EX: {ANNUAL 2025 CAMPAIGN}

VIRTUOUS COMMUNICATION

EX: {DEFAULT COMMUNICATION}

Pro Tip: We recommend mapping a general or annual Campaign in the SYNC SETTINGS.

Note: The Virtuous Campaign and Communication mapped under SYNC SETTINGS cannot utilize peer-to-peer functionality.

MAPPING: CAMPAIGN MAPPING



Gifts tied to specific fundraising pushes, whether using P2P fundraising or not, should be configured under Campaign Mapping.

General Fundraising Campaigns Recommended Configuration:

GOFUNDME PRO CAMPAIGN

EX: {Back to School 2025}

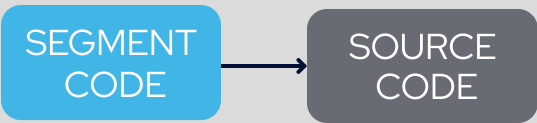
VIRTUOUS CAMPAIGN

EX: {Back to School 2025}

VIRTUOUS COMMUNICATION

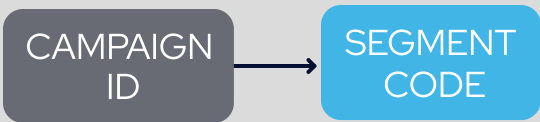
EX: {Landing Page}

If using Source Codes to understand donor acquisition, **we recommend creating the Virtuous Segment first**, then copying into your URL.



OR

If not using Source Codes, the GoFundMe Campaign ID will generate the **Segment Code**



Peer-to-Peer Campaigns Recommended Configuration:

GOFUNDME PRO CAMPAIGN

EX: {5K Walk 2025}

VIRTUOUS CAMPAIGN

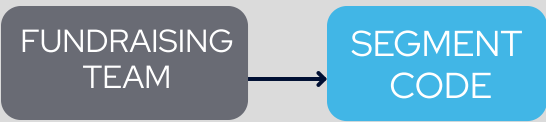
EX: {5K Walk 2025}

VIRTUOUS COMMUNICATION

EX: {Team Stride for Hope}

To configure P2P mapping, Virtuous requires a default, or placeholder, communication in the mapping field. Once gifts sync, GoFundMe will create the corresponding Fundraising Team and Fundraisers.

If a gift from the Peer-to-Peer Campaign is made to a Fundraising team:



OR

If a gift from the Peer-to-Peer Campaign is made to a specific Fundraiser:



Learn More:
support.virtuous.org

