FAQs

Fundraising Minimums functionality for use by fundraisers

2026-2027

GivenGain’s fundraising minimums functionality explained

The fundraising minimums functionality allows a charity to set a **minimum required fundraised amount** on an event page, e.g. to enable an individual to fundraise for a sports event charity entry instead of having to purchase it. In order to join a charity event that has a fundraising minimum, the **fundraising Champion must add their credit card details on a secure page and agree to raise at least the minimum amount by the milestone (deadline) as set by the charity**.

On a milestone date, the fundraiser’s credit card will be charged any shortfall between the minimum milestone amount and what they have raised in donations, e.g. if the required fundraising minimum amount was $3,500 and the individual has only raised $3,000, they would be charged $500 on the milestone date.

Why is the fundraising minimums functionality offered?

Fundraising minimums have been used by large sport events with great success over the years, specifically with charity entries.

The functionality provides both the charity and the fundraising Champion with peace of mind that the charity entry has been allocated and confirmed. It also greatly reduces the administrative load for the charity, as they no longer need to check if an entry fee has been paid, which enables the charity to confirm the fundraiser’s place at the event and send any event goodie bags as needed.

Confirming the place early also allows the fundraiser more time to raise funds for the cost of their charity entry, instead of having to pay in advance and attempt to raise the money later.

Given Gain

How can you as a fundraiser get started?

1. If you have been sent an **invitation link** by the charity, click on it to log in.

2. Alternatively, **visit the public GivenGain event page or the charity's GivenGain charity profile** (search), select the **preferred event page** and click on **Start fundraising** to log in.

3. Once logged in, you'll see an indication of the fundraising minimums that are available for the campaign. Click **Yes, let's continue!** on the popup window.

4. View the terms and conditions, the required milestone amount(s) to fundraise and their dates, then **check the box** to agree and click on **Agree & Continue**.

5. Add your **credit card billing address** and **check the box** to cover the donation fee on behalf of the charity, so that 100% of your donation amount (if there is a shortfall between the required minimum milestone amount and what you have raised in donations) goes to the charity. Click **Continue**.

6. On the secure page, **add your credit card details**, then click **Donate**. (No donation will occur, but you may be asked to add a one-time pin by your bank).

7. Edit your new project page with your preferred images and copy, then click on **Looks good! Make it live**. You'll also see the **details** of your fundraising minimums agreement on the bottom right of your project page. (Only visible to you, when logged in.)

8. Now **share your new project link** with your friends, family and colleagues via social media, email and WhatsApp for donations to your project!

Can the charity adjust your fundraising minimum amount once you have agreed to it?

Yes, they can **lower** your fundraising minimum amount at any time. For example, if you have agreed to raise $3,000, they may wish to decrease this to $2,500. They may later increase the minimum amount again, but never to an amount higher than the one they originally set.

You will be notified by email of any changes made to your minimum fundraising amount.

Can the charity adjust the deadline date on which you will be charged if you have not reached the agreed fundraising minimum?

Yes, they can **extend** the deadline date as far as they wish. For example, if it is set for 01 September, they can change it to 25 September. However, they cannot shorten the deadline, ie. change it to any date earlier than the original deadline.

You will be notified by email of any changes made to your fundraising milestone dates.

Will you get a notification before your credit card is charged?

Yes, both the GivenGain charity administrator and you will receive an email notification 7 days and 1 day before a payment milestone occurs, in case of any shortfall.

Are your credit card details secure?

Yes, it is 100% as secure as when a donor sets up an online donation on the GivenGain donation platform. Read more here.

Do off-platform donations count towards your fundraising minimum?

Yes, off-platform donations (from non-GivenGain sources) are counted towards fundraising minimums. Note that only the benefiting charity can add donations received from other sources to your fundraising total – including in-person donations or direct bank transfers. Find out more here.

Can you change your fundraising target amount or end date?

You cannot lower the fundraising target on your project page or move the end date closer, as the default amount and date reflects the fundraising minimum amount and date to which you agreed upon project creation. If you wish to lower your minimum amount or move the end date closer, please contact the charity / campaign organiser directly.

You can, however, increase your fundraising target amount and move the end-date later, as the fundraising minimum just relates to the minimum amount that needs to be raised by a specific date.

Do you have to use GivenGain's fundraising minimum functionality?

No, this functionality is completely optional as a tool to help you and the charity have a better fundraising experience. (It may be that your charity has made fundraising minimums mandatory – please check with them in this regard.)

How do you link the charity's fundraising minimums if you have already created a fundraising project on GivenGain?

The charity will provide you with a **unique invitation link** for this. You must then agree to the fundraising minimum targets via that link.

How to fix a milestone shortfall charge that has failed?

When a milestone shortfall on the milestone date is charged but it fails, e.g. due to insufficient funds on the card, you and the charity will both be notified. You may wish to reach out to your bank to enquire why it failed and have it resolved, then notify the charity that they can attempt the milestone shortfall charge again.

How can you have your fundraising minimums linked credit card changed to a new card?

The charity will email you a unique link, enabling you to log in and agree to the fundraising minimum targets as before, after which you'll be able to add your new card.

Note: Any existing shortfall for a past milestone will automatically be charged from the new card.

Got any additional queries?

Please contact GivenGain Support at

support@givengain.com.