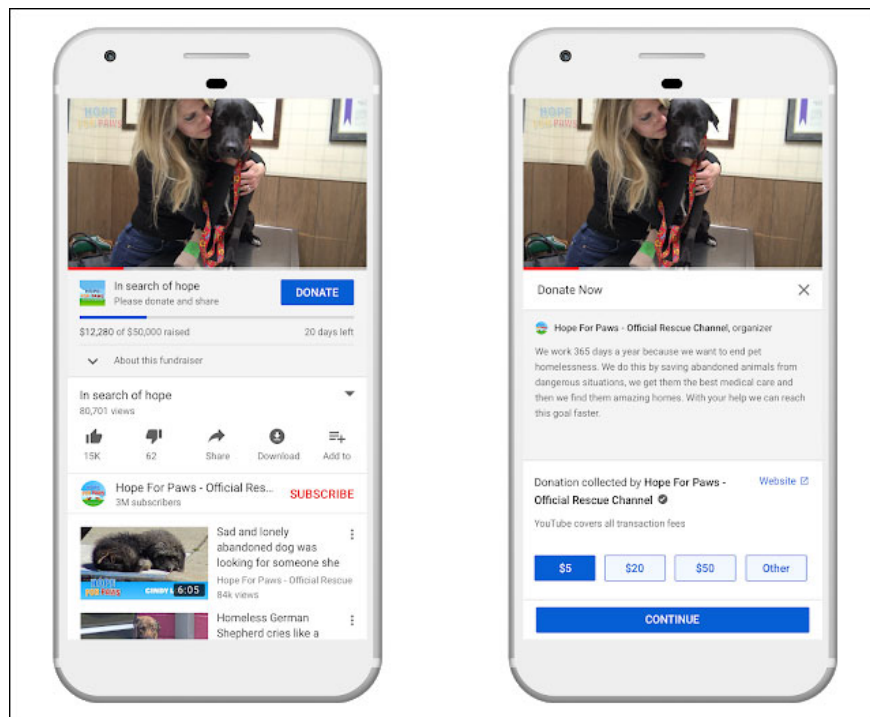


# YouTube introduces YouTube Giving charity fundraising tool

YouTube has just launched YouTube Giving, a toolkit for YouTuber and viewers to raise money for charity.

YouTube has just launched YouTube Giving, a toolkit for YouTuber and viewers to raise money for charity. Nearly all YouTube Giving tools have been released in Beta, the features may change over time.

Many YouTuber also intend to do charity, so with YouTube Giving, they can now encourage viewers to raise money to support themselves.



*Make fundraising on the world's largest video social network*

## 4 main features of YouTube Giving

Explained on YouTube Creator Blog, YouTube Giving has 4 main elements.

**Fundraiser** - allows YouTuber and non-profit organizations in the US to create fundraising campaigns with their videos. Viewers contribute via the Donate button, YouTube manages the payment process and logistics.

**Community Fundraiser** - is similar but differs in that many YouTubers come to raise money. This way exploits the ability of many people. YouTube still manages other logistics items.

**Campaign Matching (Campaign Matching)** - linking Fundraising and Community Fundraising, allowing fundraisers to receive donations, displayed right in the fundraiser to encourage others to donate.

**Super Chat for Good** - the same as Super Chat you know, but money goes straight to the YouTuber non-governmental organization. With regular Super Chat, this is done through livestream and Premiere videos.

YouTube Giving is currently in development and only a handful of YouTube users are trying it out. However, YouTube said it would "listen to feedback on features and continue to expand to more users."

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