

# Your fundraising toolkit

123



How to create the perfect Fundraising Page

**JustGiving™**

# Contents

Introduction	3
The key ingredients	4
How to tell your story	5
Writing tips	6
Image tips	6
Promotion tips	7-8
Social media	
Contact your Charity	
Contact your local press	
Email	
Setting up your Fundraising Page for a Charity	9-10

# How to create the perfect Fundraising page



Do you want to be a #LifeChanger? By fundraising for a cause on JustGiving your efforts could really make a massive difference to the world around you.

In this toolkit we'll share some top tips to help you get your Fundraising Page looking its best and ready to share.

So let's get started...

# The key ingredients

The screenshot shows a fundraising page for 'Chelley's second marathon' for 'The Demo Charity'. The page is annotated with six numbered callouts:

- 1** Profile picture and name of the fundraiser, Michelle Allen.
- 2** Progress bar showing 83% raised of a £1,500 target by 58 supporters.
- 3** Main profile picture of Michelle Allen wearing sunglasses and holding a 'Vitality HALF FINISHER' medal.
- 4** The 'Story' section containing a text update about her marathon training.
- 5** The 'Updates' section with a text input field for new updates.
- 6** A 'Show more' button and a 'Donate' button in the supporters list.

The page also features a 'Supporters' list with names, photos, and donation amounts, a 'Photos' section with three images, and an 'About the charity' section at the bottom.

## 1 Fundraising summary

Keep it short and sweet. This will be what people see when they land on your Fundraising Page, or when you share it on social media. There's a word count for a reason – get to the heart of what you're raising money for, and why it matters.

## 2 Target

Setting a target creates momentum and gives you a goal to focus on. Aim for the minimum you need to make your good thing happen. Be ambitious and realistic.

## 3 Image

Let your picture do some talking too. Grab your smartphone or digital camera and capture something that helps to tell your story. People like people, so show your supporters the faces of the person or community who'll benefit from your hard work.

## 4 Tell your story

Explain why you are raising money, how you are doing it, and why the cause means so much to you. The people reading it will be friends, colleagues and loved ones so don't be afraid to open up and be emotive.

## 5 Updates

They might look small, but they pack a big punch. Updating your supporters on how things are going, how close you are to your target, how your training is working out, or just saying thanks for all their help will keep them engaged. And an engaged audience is more likely to spread the word about what you're up to.

## 6 Include all your fundraising

Make sure you include the donations you've received by cash and cheque so that all of your efforts can be seen.

# How to tell your story



## **What are you raising money for?**

Outline the reasons why you've decided to raise money. Use simple language and short, punchy sentences. It will make your story much easier to read. Be clear about how your Page will benefit the charity you're helping. Finally, if the problem you're solving is an urgent one, let people know! They'll be more likely to pledge if they can see a pressing need for what you're doing.



## **Why do you care?**

Explain why you care about what you're raising money for and what made you want to get involved in the first place. Tell a story - it's the best way to turn your readers into supporters. If you can get people to engage emotionally then you're on the path to success. If they understand exactly why an issue matters to you, they're more likely to think that it's important too...

# Some writing tips



**Be clear and direct.** Use simple language and short, punchy sentences. It will make your story much easier to read. Keep things honest, straightforward and sincere.

**Ask a question.** Asking your reader a direct question can help them to connect emotionally with your campaign. Don't be afraid to challenge them and make them think. That's how you'll make your appeal stick in their head.

**Read it out loud.** This is the easiest way to spot grammatical errors, repetition, and any bits of your story that don't make sense.

# Image tips



**Be authentic:** There is no perfect photo. Grab your digital camera (or your smartphone) and get snapping!

**Take landscape photos:** Your Fundraising page looks best when you use a photo with landscape orientation, rather than portrait – that way, your image will fill the space and we won't accidentally cut anything important out of the photo.

# Promotion tips



## Social media

Sharing your Fundraising Page on social media is the easiest (and quickest) way to get your cause out there. Just click the Facebook and Twitter share buttons on your Page, and leave a comment to let people know what you could achieve with their support. Remember that different channels will help you in different ways:



**Facebook** - a place to get the word out amongst people you know. Why not build a network around your fundraising by creating a Facebook page and post regular updates to keep people involved? Post loads of images too - they grab people's attention much better than text.



**Twitter** - a place to meet likeminded people. People chat by hashtagging (#) keywords and phrases. Check out trending topics on the left to see if anything is relevant to your cause and use hashtags in your tweets to help the right people find you. Again, don't forget to add pictures!

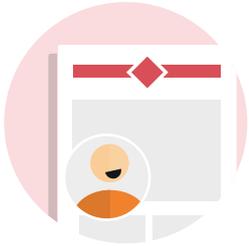


**WhatsApp** - The social messaging app can be a really great way to spread the word amongst your friends, and keep them entertained with quick updates about your fundraising and your training for your challenge.



## Contact your charity

Let your charity know that you are fundraising for them. They may be able to increase the reach of your page by sharing on their website, social media and email.



## Contact your local press

Journalists are always on the lookout for inspiring stories. Here's how to grab their attention:

- 1.** Identify the journalists and media outlets most likely to write about your story using [media.info/uk](http://media.info/uk) - you'll find their contact details here too. Is there a local outlet you could approach or someone who's written about a similar topic before?
- 2.** Focus on the human aspect of your Fundraising story - who will benefit from the project?
- 3.** Tell your story in less than 400 words. Imagine you're telling a stranger and keep in mind the golden rule of journalism, the five Ws - who, what, where, why and when. Remember to include your Fundraising Page web address and contact details too.



## Email

Email is still one of the most effective ways to let people know about your cause. Amongst endless spam and marketing, an email from a friend feels that little bit more special. Be sure to let them know why you're fundraising and what you're hoping to achieve with their support.

# Raising money for a charity



## Setting up your Fundraising Page for a charity

It's quick and easy to set up a Fundraising Page for a registered charity. If you'd like to run your own project to help a friend in need or a local or overseas community, JustGiving Crowdfunding can help make it happen.

Just follow the steps below to create your page for a charity:

- 1. Log into your account** and click 'Start Fundraising'.
- 2.** When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
- 3.** Search for the cause you want to support. If they're not listed, **nominate them to join** and we'll drop them an email with instructions on how to sign up.
- 4.** Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
- 5.** If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
- 6.** Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.

**7.** Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction. Donations to your Page won't be eligible for Gift Aid. **Find out more here.**

**6.** Click 'Create your page'.

Job done! Your Fundraising Page is now set up and ready to accept donations. We'll send the money that you raise to your charity on a weekly basis. Now you can start on the fun stuff – **personalising your page and sharing it friends and family.**