

Setting up your fundraising page



There are a number of online platforms available to help with your fundraising. Just Giving is well established and once you've chosen your charity all funds are paid directly to them, so you don't have to worry about collecting the money.

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

1. Register or log in to your account and click start fundraising.
2. Choose "A Charity" when you get the question "What are you raising money for?"
3. Search for the cause you want to support, for example North West Air Ambulance Charity.
4. Select the event you're doing. If you can't see your event listed, select 'Doing your own thing' at the end of the list and share some details about your activity.
5. Choose your Fundraising page URL– this is the link you'll be sharing with friends and family when asking them to donate.
6. The Gift Aid option is automatically added to your fundraising page. If you believe your page shouldn't be eligible, please contact us to assist further.
7. Click 'Create your page' and job done!



Your Fundraising Page is now set up and ready to accept donations.

How to make the most of your fundraising page:

1. **Add a photo** -

Fundraisers who add a profile picture tend to raise 15% more.

2. **Share your story** -

An engaging story can make all the difference.

3. **Set a fundraising target** -

Target setters raise up to 46% more, so it's a great way to kick-start your fundraising.

4. **Include a fundraising summary** -

Make sure your supporters know what you're doing, for who and why. A page with a summary raises an average of 9% more.

5. **Give regular updates**

- Regular updates keep your page looking fresh and give you plenty of opportunities to share it. You could raise an average of 6% more for every update you make.

6. **Join a fundraising team** -

If you are fundraising as part of a group pages that are part of a team raise an average of 10% more.

7. **Add any money you've raised offline** -

Add any cash or cheque donations you've collected so everyone can see the total amount you've raised.



Registered with
**FUNDRAISING
REGULATOR**



**NORTH WEST
Air Ambulance
CHARITY**

Registered Charity no: 1075641