

A guide to JustGiving

What is JustGiving?

JustGiving is a website which allows people to support their chosen charity through fundraising events.



Why Global Care use JustGiving:

JustGiving is accessible to anybody anytime. It is easy for supporters to set up a fundraising event. The money donated online or via text goes straight to Global Care, making it safer and simpler for you to raise money without having to handle any cash. JustGiving also allows Gift Aid to be added to donations easily, to benefit Global Care even further.

Fundraisers are able to select which Global Care Project they would like to support and how. All the money provided for Global Care ultimately goes to support the most vulnerable children. As a fundraiser, you can choose how you would like to help us achieve this aim.

JustGiving also allows Global Care to build our online presence further. The more fundraisers set up for Global Care, the more people become aware of Global Care's work, which in turn benefits the projects we are supporting.

Step 1 – Setting up a Just Giving account

Go to www.justgiving.com and click on 'Get Started'

If you have a JustGiving account already, log in, otherwise you can login via the Facebook button (if you have a Facebook account) or type in your email address and follow the sign up instructions.

Once you are logged in, click on the orange 'Start Fundraising' button.

Step 2 – Setting up a Fundraising Page

- Select 'I'm raising money for a charity' and click on 'Start fundraising'
- Enter Global Care in the search box, and select.
- On the next page 'What are you doing?' click on the 'Personal Challenge' button, or if you are joining an organised event, like a marathon, choose 'Organised Event' and select the relevant event from the options available.
- On the 'Tell us about your event' page, fill in all the details
- Choose your fundraising page web address. Keep this short and simple, relevant to your event and memorable! If you are doing a sponsored bike ride to raise money for Global Care's project in Albania, choose something like: 'CycleAlbania' and the full web address will be www.justgiving.com/cyclealbania
- Fill in your preferences on receiving news updates etc and then click on 'Create your Page'
- Your fundraising page now exists on the internet. You just need to fill in the details, promote your event and start getting donations.

Step 3 – Personalising your event

Under the heading 'Edit and Personalise your page' you can add photos and videos, change colour themes and edit your page title, summary and story. Updating this is very important and Global Care's Head office is here to help. We can supply text and photos to provide details of the project you are supporting. You can also send us your own text and we will proof-read it for you. This is to ensure both you and your supporters are fully up-to-date with relevant project information, Global Care can also support your fundraising efforts through social media.

Global Care
2 Dugdale Road
Coventry
CV6 1PB
UK

+44 (0)30 030 21 030

08445 009138

info@globalcare.org.uk



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You can set a target by clicking 'edit', by the 'Target' section on the right-hand side of the page. We recommend you set a realistic, but optimistic fundraising target, to encourage your donors to give generously.

Remember to update the amount of money raised offline. If some of your supporters are more comfortable making donations via cash or cheque, you can manually add these amounts to your total raised. Make sure you send any donations raised offline to the office!

Step 4 – Donations

JustGiving provides two methods for donation—online with credit or debit card or via text message donations. With both methods all money goes direct to Global Care, freeing you from dealing with monetary transactions. Text donations are an easy way for a donor to give without filling in forms.

- Click on 'Get started with your unique text code'.
- JustGiving generates a random code for you to use, but you are able to personalise this code to make it more memorable. The code is 4 letters and 2 numbers. For example, if you are *cycling 50 miles* to raise money for *Albania* you could choose the code CYAL50. If someone has already chosen the same code for their event, you will be asked to try again.
- Choose a suggested amount for your supporters to donate to your cause. This amount will be used on your advertising if you promote your Text Code via Twitter, Facebook or email. Your donor is allowed to donate more or less than the number you choose.
- Advertise your text code instantly via the Facebook or Twitter buttons (or both!) by simply clicking on the relevant button and entering your account details; your advertising has already begun!

When a donation is made via a text message JustGiving sends the donor an automatic 'thank you' message with an option to Gift Aid their donation. Remember Global Care will receive an extra 25p per £1 donated, from the government, via Gift Aid.

Step 5 – Promoting your event

You are now ready to promote your event. JustGiving gives you a few options for doing this easily. On your 'My Fundraising' page the first section on the left, entitled 'Share your page', allows you to click on a link to post your fundraising page on Facebook, Twitter or to your email contacts. JustGiving will send out a message for you with the details of your fundraising page and a link for them to follow in order to find out more, or make a donation.

All you need to do now is to have the event you are promising! You can keep up to date with the donations being made by logging in to your JustGiving account and checking your fundraising page. You can 'Post an update to your page', near the bottom left of your 'My Fundraising' page, to keep supporters up to date with your fundraising event. If you have set a monetary target, anyone who visits your page is able to see what percentage of your target you have achieved so far.

What's Next?

If you have any questions about the process, or you need any further assistance please call the office on 030 030 21 030.

JustGiving provides a fundraising toolkit to help you make your event a success. On their page look out for their Fundraising Toolkit and Checklists at <https://www.justgiving.com/en/fundraiser-tool-kits>

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UK

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