

# JustGiving™

New to the world of online fundraising? Don't fear. It is quick and easy to set up a fundraising page for a cause you care about on JustGiving and oh so rewarding. You can make a real difference and be a #LifeChanger in just a few minutes.

## So how does it work?

1

### Create a page – [www.justgiving.com](http://www.justgiving.com)

It really is that simple for you. When creating your Fundraising Page, choose Chestnut Tree House as the cause you wish to raise money for. Add a story and say why you're raising money. If you're taking part in a challenge or event make sure you include that too. Don't forget to explain how the Charity helps (this can be a personal story from your own experience or information you have sourced from the charity's website).



2

### Share it with your friends and family

Text your family, post it on your friends' Facebook walls and email everyone at your workplace! Add it to your email signature, tweet about it, and let everybody know what you are doing.



3

### Your friends donate (woohoo!)

All that hard work means donations come flooding in to your page and get you on the way to smashing your target.

You build the page, share it, update it and thank your supporters as your fundraising journey progresses, now it's over to us.



4

### We send it to the Charity

Once a week the money that you raise on your page is sent to Chestnut Tree House, minus the transaction cost that payment provider charge. You don't need to take any action, your job is simply to spread the word as far and wide as possible about the fundraising you are doing, and we take care of all the other details.



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## Get the most from JustGiving



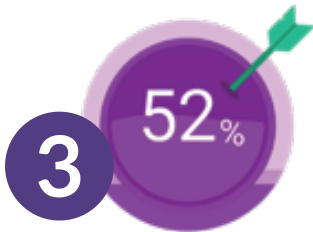
1

Promote your selfie! Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie.



2

Tell your personal story. Why do you care? Tell your story about why you are fundraising.



3

Shoot for a target. Pages with a target raise 46% more. Aim high and tell the world.



4

Don't be afraid to share. Sharing on Facebook, social media and WhatsApp raises more. People want to hear about the good things you are doing.



5

Don't forget about email. Friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.



6

Be creative. Think of interesting ways to get people excited about your fundraising. "If I reach £1,000, I'll take part in the event wearing fancy dress."



7

Let the charity know. By letting them know you have set up a fundraising page they may be able to help you spread the word.



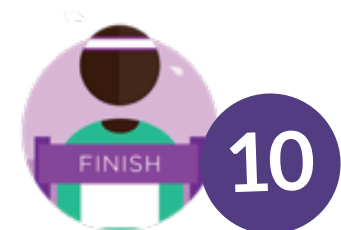
8

Update your page. Let supporters know how you are doing by updating your page often, they will enjoy following your progress.



9

Encourage others. Convince your friends to take part and raise money as well, it makes the experience more fun!



10

It's not over 'til it's over. 20% of donations come in after an event, so make sure you follow up the event with an update about how you did.