

RAISING MONEY

SETTING UP YOUR FUNDRAISING PAGE FOR CHARITY

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.

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 - YMCA of Greater Pittsburgh, or designate a branch.
- 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.
- 8** 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 the branch of your designation to move forward the equity and inclusion work set out by the YMCA of Greater Pittsburgh Now you can start on the fun stuff – personalising your page and sharing it friends and family.



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BOOST YOUR FUNDRAISING

Are you getting the most from your fundraising page? Use this checklist to make sure you're taking advantage of all the different features.

Have You:

- 1** Added a photo? Fundraisers who add a profile picture tend to raise 15% more.
- 2** Added a fundraising story? An engaging story can make all the difference. Not sure what to say? Here are some pointers to help you write a great story
- 3** Set a fundraising target? Target setters raise up to 46% more, so it's a great way to kick-start your fundraising.
- 4** Added 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** Added updates? Regular updates keep your page looking fresh and give you plenty of opportunities to share it. We've found that you could raise an average of 6% more for every update you make!
- 6** Chosen a page theme? Give your page a background that really reflects your fundraising.
- 7** Joined a fundraising team? There really is strength in numbers - pages that are part of a team raise an average of 10% more.
- 8** Joined your company's fundraising? If your company has a JustGiving profile, add your page to it. It's yet another place for people to find out about your fundraising.
- 9** Added 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.



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MANAGING YOUR FUNDRAISING PAGE FOR A CHARITY

How do I add money that I've raised offline?

There are two ways to make sure offline donations reach the charity.

1 Make an online donation using your own credit/debit card

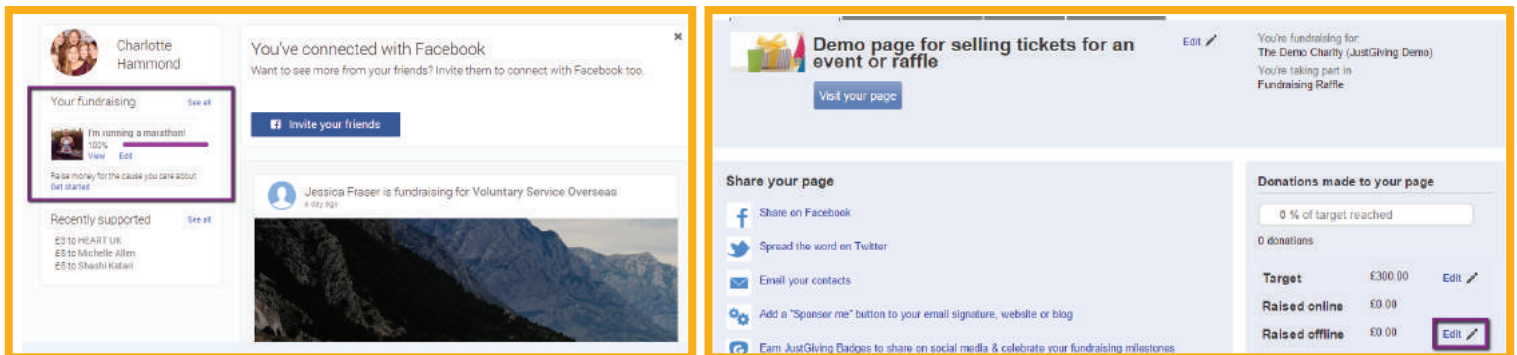
Pay the donations into your own bank account and make an online donation via your JustGiving page. If you choose this option and are a UK taxpayer make sure that you un-tick the Gift Aid box. Gift Aid should only be claimed when an eligible donor is making their own donation, not on behalf of someone else or a group.

2 Send donations to the charity directly and use the 'Raised offline' function

You can also send donations raised offline directly to the charity. It's a good idea to reference your JustGiving page address to help with their reports.

Add these donations as a 'Raised Offline' amount so they're included in your fundraising total. Here's how:

- 1 Log into your account
- 2 Click 'Edit' underneath the page you'd like to add the balance to
- 3 Click 'Edit' alongside 'Raised offline' on the right
- 4 Amend the total amount raised offline and select 'Save'.



If you'd like to acknowledge the friends and family who've given you money offline, you can add a quick update to your page thanking them for their donation.

Currently, offline donations on a Fundraising Page won't pull through to your Team Page, but we're working on making this possible in the future.

***You currently aren't able to add offline donations to a Crowdfunding page.
Visit our Crowdfunding help area for more info.**