



every day makes a difference

A beginner's guide to using



to fundraise

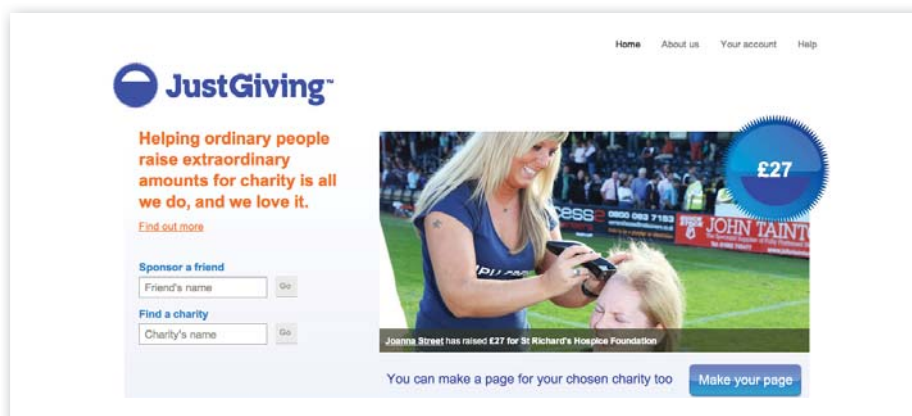


JustGiving is every charity's best friend as it provides fundraisers an easy way to collect donations online. Take a visit to justgiving.com/stannshospice/ and you'll see how our supporters are already using the site to get fundraising for the Manchester Midnight Walk as well as a whole host of other challenges this year. However what makes JustGiving truly great is how easy it is to use, trust us you'll be pleasantly surprised!

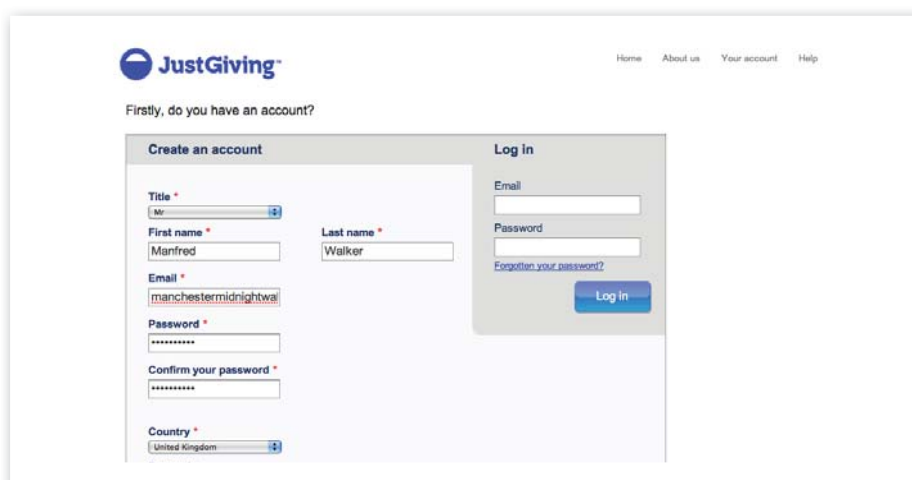
Get started

If you already have a JustGiving account then excuse us a minute whilst we describe how to create an account:

- 1 To create an account head to www.justgiving.com, it will look something like this. Click on the button that says 'Make your page.'



- 2 You will be directed to a page where you'll be asked to provide your vital statistics. Once you've entered these click on 'Create account'.



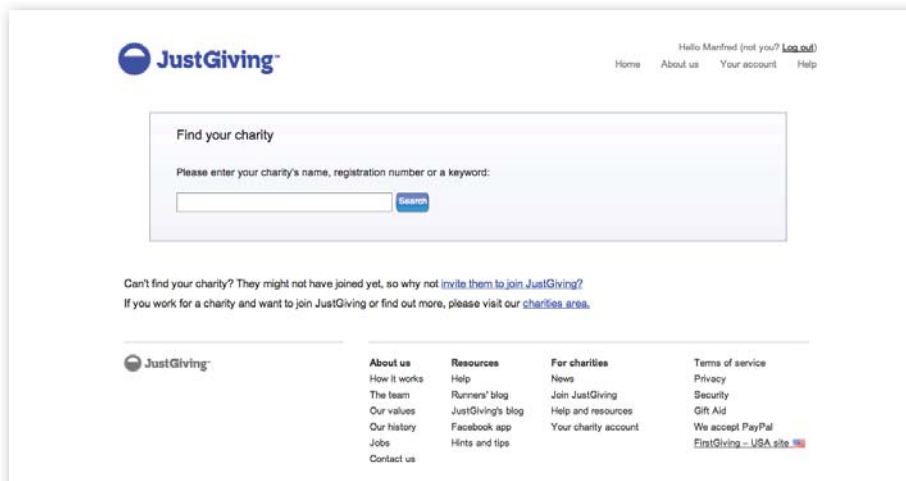
Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

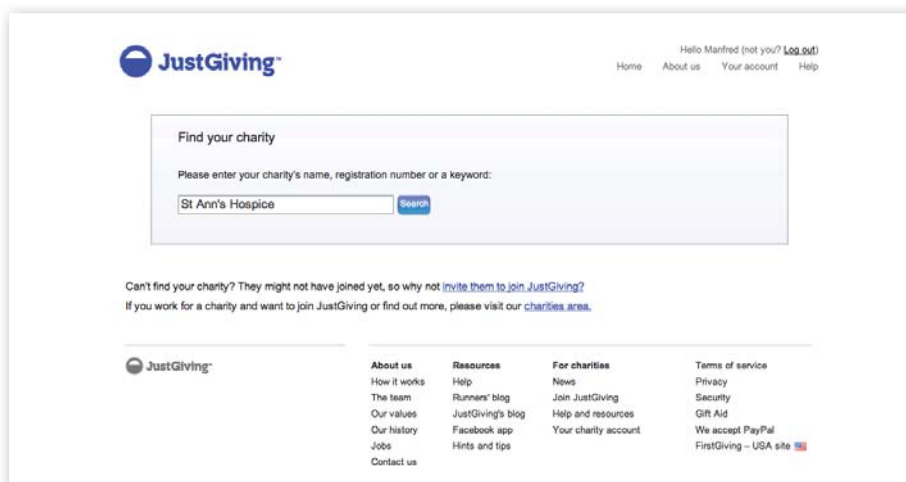
Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Download detailed online fundraising guides at www.sah.org.uk/onlineguides

- 3 You'll then be asked to find for your favourite charity *hint hint*. Just type in 'St Ann's Hospice' and click on search.

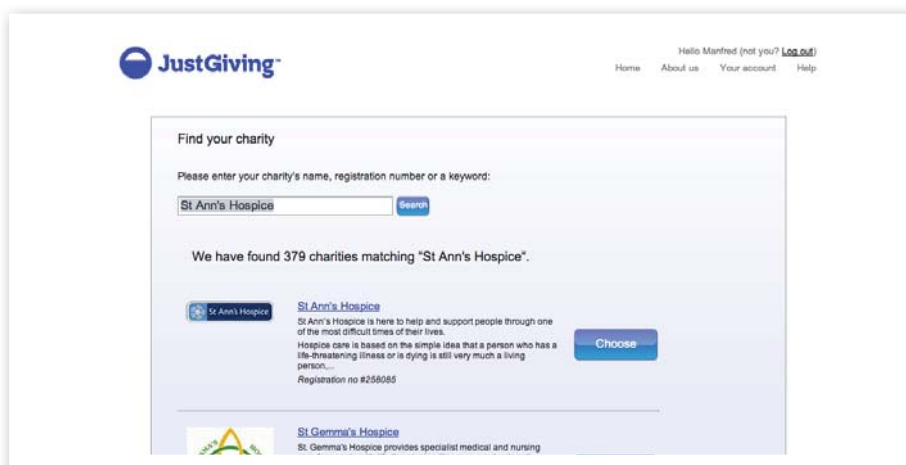


The screenshot shows the JustGiving website's search interface. At the top left is the JustGiving logo. To the right, there is a user greeting: "Hello Manfred (not you?) [Log out!](#)" and navigation links for "Home", "About us", "Your account", and "Help". The main section is titled "Find your charity" and contains the instruction "Please enter your charity's name, registration number or a keyword:". Below this is an empty search input field and a blue "Search" button. At the bottom of the page, there is a footer with a "JustGiving" logo and several columns of links: "About us" (How it works, The team, Our values, Our history, Jobs, Contact us), "Resources" (Help, Runners' blog, JustGiving's blog, Facebook app, Hints and tips), "For charities" (News, Join JustGiving, Help and resources, Your charity account), and "Terms of service" (Privacy, Security, Gift Aid, We accept PayPal, FirstGiving - USA site).



This screenshot is identical to the previous one, but the search input field now contains the text "St Ann's Hospice". The "Search" button remains visible to the right of the input field.

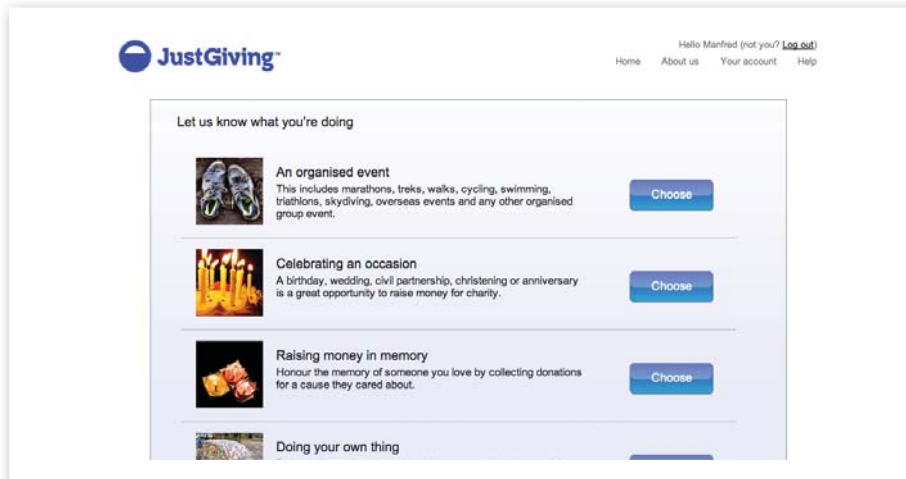
- 4 You'll see a list like this, to select St Ann's Hospice all you need to do is select 'Choose.'



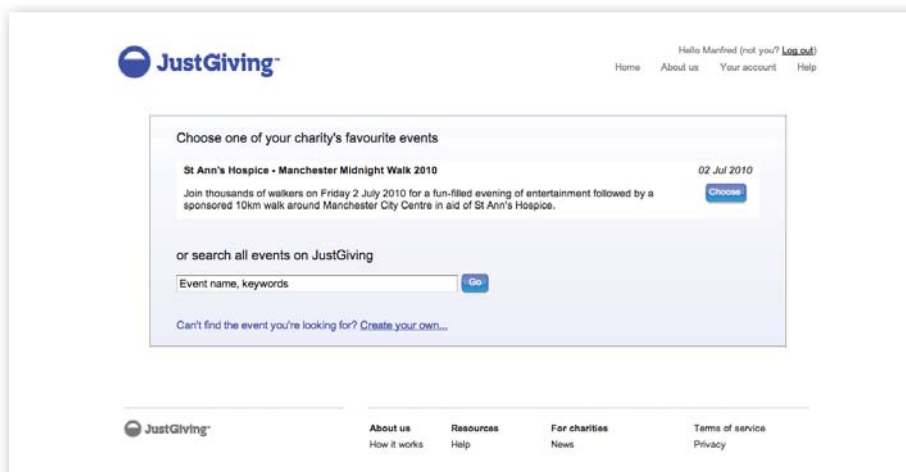
The screenshot shows the search results page on JustGiving. The search bar still contains "St Ann's Hospice". Below the search bar, it says "We have found 379 charities matching 'St Ann's Hospice'." The first result is for "St Ann's Hospice", which includes a small logo, the charity name, a brief description: "St Ann's Hospice is here to help and support people through one of the most difficult times of their lives. Hospice care is based on the simple idea that a person who has a life-threatening illness or is dying is still very much a living person...", and the registration number "#258085". To the right of this result is a blue "Choose" button. Below this, the start of a second result for "St Gemma's Hospice" is visible, with the text "St. Gemma's Hospice provides specialist medical and nursing".

Use these guides for any fundraising you are doing for St Ann's Hospice!

- 5 Now it's time to find the Manchester Midnight Walk. On the following screen click 'Choose' under 'An organised event'.



- 6 Wa-hey you've found us! On this page again click on 'Choose'.



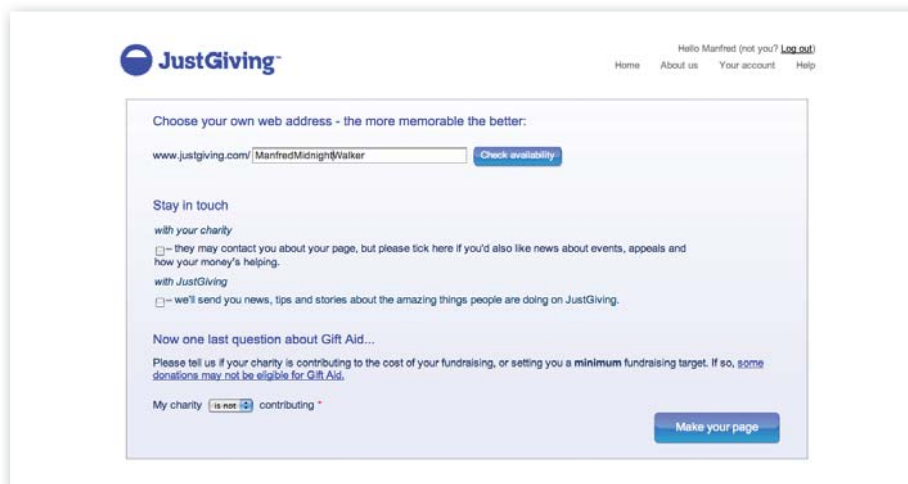
Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

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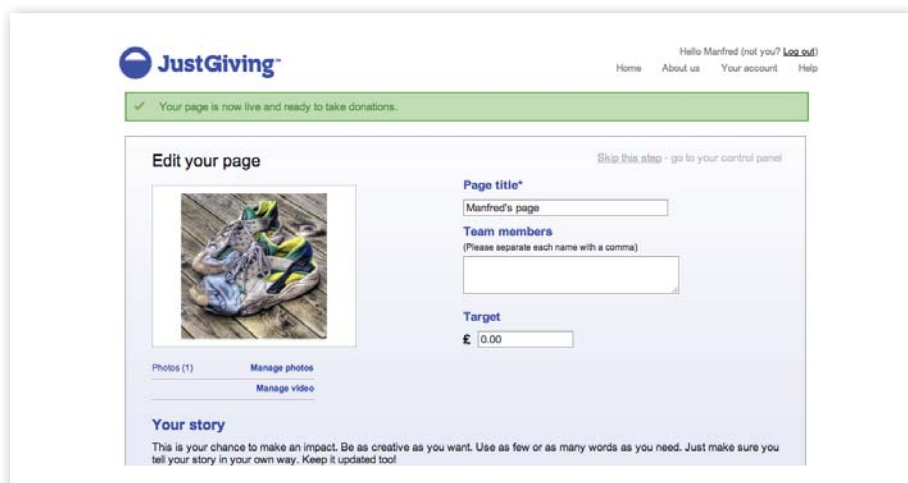
Other online fundraising guides include: Facebook, Twitter, Blogging and videos

- 7 You can now pick your very own link to get all your sponsors directly to your JustGiving page. Make it memorable. Also if you don't mind us contacting you to find out more about your fundraising activities check the box 'Stay in touch - with your charity'. Then when you're ready click on 'Make your page.'



The screenshot shows the 'Make your page' form on the JustGiving website. At the top left is the JustGiving logo. On the top right, it says 'Hello Manfred (not you? [Log out!](#))' with links for 'Home', 'About us', 'Your account', and 'Help'. The main form area has a heading 'Choose your own web address - the more memorable the better:' followed by a text input field containing 'www.justgiving.com/ManfredMidnightWalker' and a 'Check availability' button. Below this is a 'Stay in touch with your charity' section with two checkboxes: one for 'they may contact you about your page...' and one for 'we'll send you news, tips and stories...'. A 'Now one last question about Gift Aid...' section follows, with a note about eligibility. At the bottom, there is a 'My charity' dropdown menu set to 'is not contributing' and a 'Make your page' button.

- 8 Ta-da! You now have page where you can start collecting your Manchester Midnight Walk donations online.



The screenshot shows the 'Edit your page' control panel on the JustGiving website. At the top left is the JustGiving logo. On the top right, it says 'Hello Manfred (not you? [Log out!](#))' with links for 'Home', 'About us', 'Your account', and 'Help'. A green banner at the top says 'Your page is now live and ready to take donations.' Below this is the 'Edit your page' section with a 'Skip this step - go to your control panel' link. On the left, there is a photo of a pair of sneakers with the caption 'Photos (1)' and links for 'Manage photos' and 'Manage video'. On the right, there are input fields for 'Page title*' (containing 'Manfred's page'), 'Team members' (with a note to separate names with commas), and 'Target' (set to '£ 0.00'). Below this is a 'Your story' section with a prompt: 'This is your chance to make an impact. Be as creative as you want. Use as few or as many words as you need. Just make sure you tell your story in your own way. Keep it updated too!'



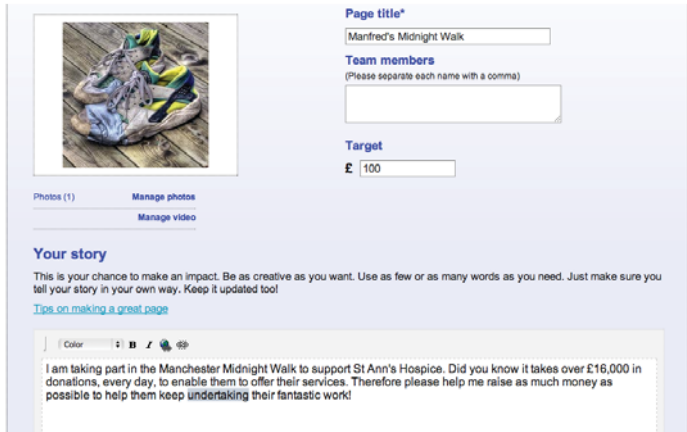
Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

Follow us on Twitter at
www.twitter.com/StAnnsHospice

Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Thank you for supporting St Ann's Hospice with your fundraising!

- 9 Now it's time to get creative, give your page a title personal to you, set your fundraising target, tell your story and if you're sharing your JustGiving page for the Midnight Walk don't forget to add in the names of your fellow fundraisers.



Photos (1) Manage photos
Manage video

Page title*
Manfred's Midnight Walk


Team members
(Please separate each name with a comma)

Target
£ 100

Your story
This is your chance to make an impact. Be as creative as you want. Use as few or as many words as you need. Just make sure you tell your story in your own way. Keep it updated too!
[Tips on making a great page](#)

I am taking part in the Manchester Midnight Walk to support St Ann's Hospice. Did you know it takes over £16,000 in donations, every day, to enable them to offer their services. Therefore please help me raise as much money as possible to help them keep undertaking their fantastic work!

- 10 You can even add a picture of yourself too, and we love to see what our walkers look like. Simply click on 'manage photos', choose a file from your computer and click 'Upload'.



JustGiving

Hello Manfred (not you? [Log out!](#))
Home About us Your account Help

Add a photo or [use our photos](#)

Add a photo
Choose File | manfred

Add a caption (optional)

Upload

Your photos [Go back - I am happy with my photos](#)

We've listed them in the order they'll appear on your page. Use the arrows to change the order.

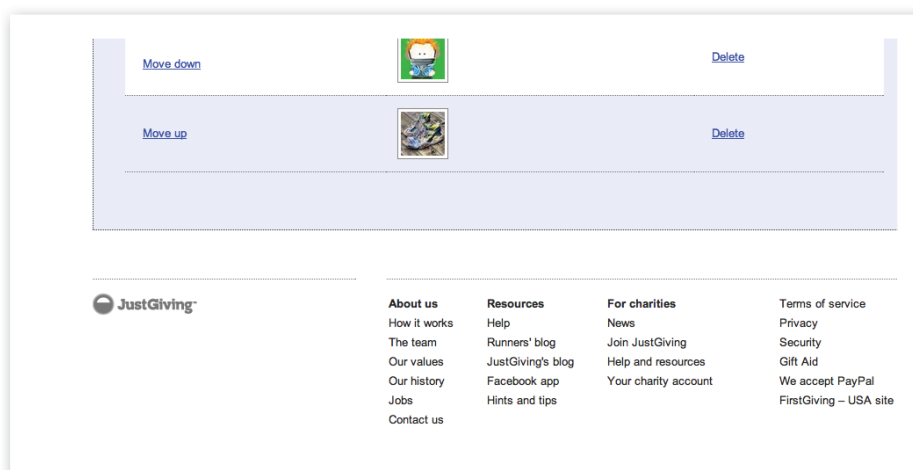
Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

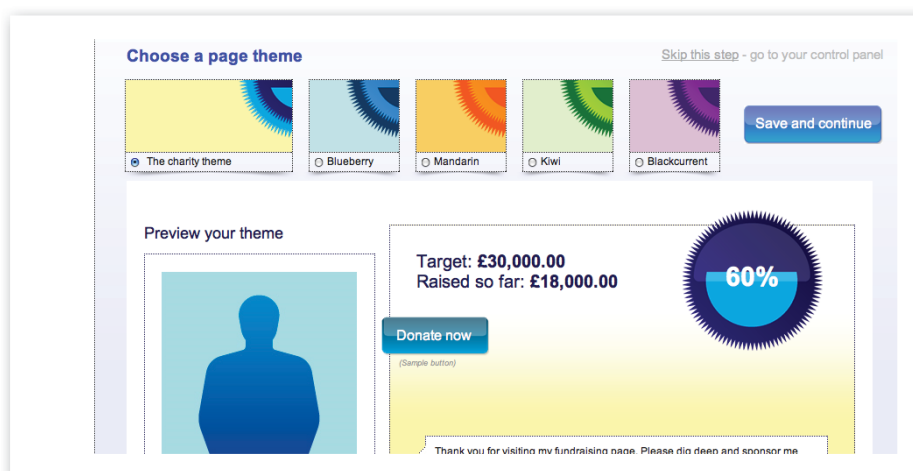
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If you need any info about St Ann's to help you with your fundraising, visit us at www.sah.org.uk

- 11 Once you have uploaded an image or images they will appear in the list at the bottom of the page. Here you can then change the order they appear on the page or delete them if needs be. When you are happy with your photos click on 'Go back - I'm happy with my photos' and you will be directed back to your fundraising page. You can also add videos at this point too.



- 12 If you're happy with your page then click on 'Save'.
- 13 You will now be directed to the following page where you can add a bit of glamour to your page by changing the theme. When you've picked one click 'Save and continue'.



- 14 Now it's time you share the JustGiving love. Read on for more information

Did you know we have to raise £16,000 a day to keep our doors open?

Shout about it!

So you've now got your JustGiving page what else can you do with it? It's all very well having a page but you need to tell folks where to find it. Let's take a look at how to do that:

The screenshot shows the JustGiving user interface. At the top left is the JustGiving logo. At the top right, it says "Hello Manfred (not you? [Log out](#))" with links for "Home", "About us", "Your account", and "Help". Below this is a blue box with the text "Now for the important bit..." and a link to the user's page: <http://www.justgiving.com/ManfredMidnightWalker>. Below that is a section titled "Share your page" with a link to "You can edit your page in your account". Under "Share your page", there is an "Email friends" section with an envelope icon. It says "Tell them why you're raising money and how they can support you. Here's some text to use if you like:" followed by a text box containing a sample message: "Hello. I'm raising money for St Ann's Hospice and I'd really appreciate your support. It's easy to donate online by credit or debit card - just go to my JustGiving page: <http://www.justgiving.com/ManfredMidnightWalker> JustGiving sends your donation straight to St Ann's Hospice and automatically reclaims Gift Aid if you're a UK taxpayer, so your donation is worth even more. I hope you'll join me in supporting St Ann's Hospice. Thank you." Below the text box is a link "or use our [email tool](#)". Below the "Email friends" section, there are three other sharing options: "ShareThis" (with a green icon and text: "We love the ShareThis tool, where you can show your support on Facebook in just a few clicks. It works for lots of other social networks too."), "Our Facebook app" (with a Facebook logo and text: "Put your JustGiving page on your [Facebook](#) profile."), and "JustGiving widget" (with a JustGiving widget image and text: "Add a [mini version](#) of your JustGiving page to your website or blog.").

There are four main ways in which you can share your JustGiving page with your friends and family. They are listed here:

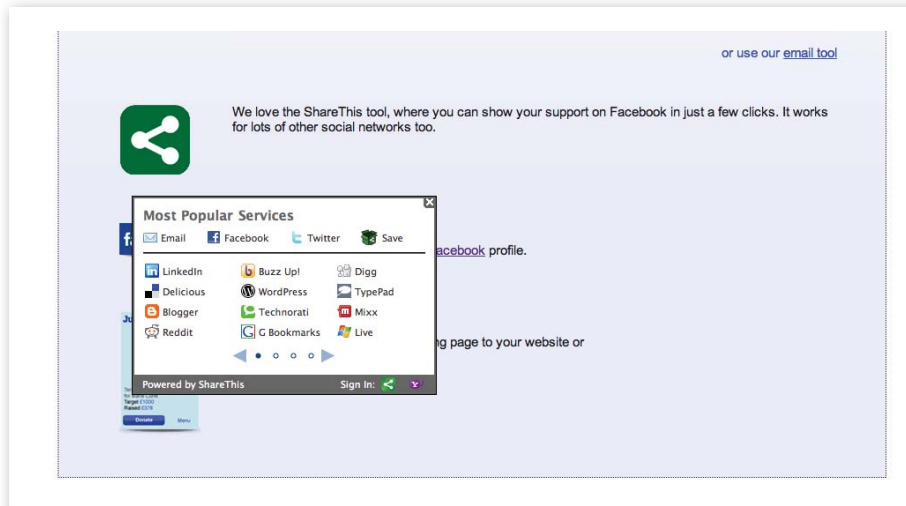
- 1 The first is good old e-mail. Send out a message to your nearest and dearest with a link to your JustGiving page. Don't forget to let them know that every penny counts!
- 2 Try out ShareThis. This clever tool makes it easy to post a link to your JustGiving page out onto any sites like Twitter or Facebook that you may already be signed up to. All you need to do is click on the ShareThis button to open the menu shown below. Click on the site you want to connect with. You'll then be asked to sign into this site you select to verify you want to post this link, and there you have it you're spreading the word.

Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

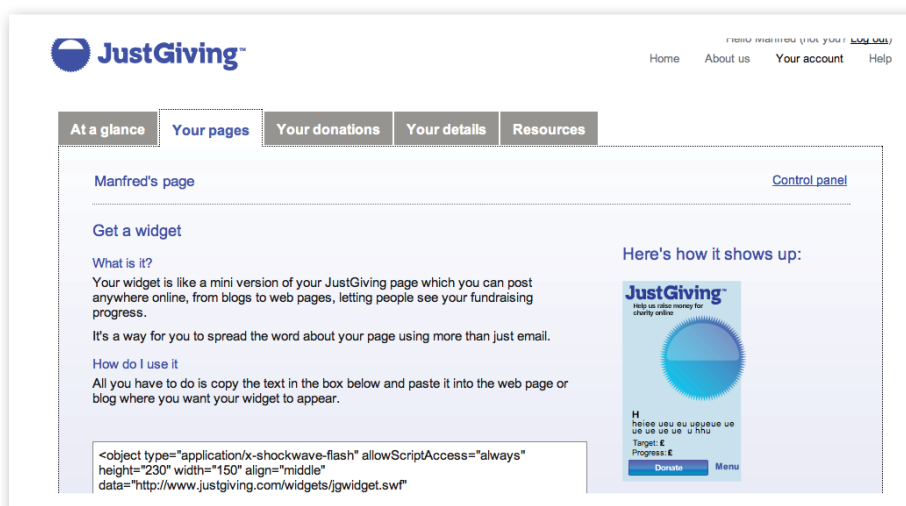
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posterous.com](http://manchestermidnightwalk.posterous.com)

“30% of donations would not be made without Justgiving” Justgiving.com



- 3 For the Facebook-ers amongst you another great way to let people know about your JustGiving site is the JustGiving Facebook widget. For more information about how to install this take a look at our fantastic fundraiser's guide to Facebook.
- 4 Last but by no means least is the JustGiving widget. Perfect if you have your very own personal website or blog. You can use the widget to put a 'mini' version of your JustGiving page onto your site. JustGiving will provide you with the text you need to copy and paste into your website. If you're not the most technical of people then ask someone to help you as where you paste the text will vary from site to site.



That's it!

We hope you've found this guide useful and are now raising lots of money online. If you have any questions or comments about our online guide to Justgiving, please contact us on 0161 498 3629, email watts@sah.org.uk.