



FUNDRAISING

JUSTGIVING INSTRUCTIONS

We have teamed up with JustGiving, the UK's leading online fundraising website, so you can raise money for your sponsored event or donate to The Salvation Army online. The website is quick, easy, 100 per cent secure and free. Using JustGiving saves us costs and is the most efficient way of raising money for The Salvation Army through your event. JustGiving reclaims Gift Aid automatically and pays donations to us directly at the end of each week.

Follow the instructions below, and within minutes you'll have an online fundraising page that allows you to reach all your family, friends and work colleagues wherever they are.

1. Visit www.justgiving.com/salvationarmy
2. Click on the "Make a page" button.
3. Create a new account by entering your details or log into an existing account with your email address and password.
4. Choose the type of page you wish to create:
 - ◆ An organised event – this includes marathons, treks, walks, cycling, swimming, triathlons, skydiving, overseas events and any other organised group event. On the next page, search for your event by its name. If you can't find your event, you can create your own event by clicking on 'Create your own...' at the bottom of the events list.
 - ◆ Celebrating an occasion – such as a birthday, wedding, civil partnership, christening or anniversary – is a great opportunity to raise money for charity.
 - ◆ Raising money in memory – Honour the memory of someone you love by collecting donations for a cause they cared about.
 - ◆ Doing your own thing – Be inventive – shave your head, give up smoking, lose weight, stop talking... the possibilities are endless.
5. Choose a web address (URL) for your JustGiving page. The default web address is the name of the person setting up the page. If you wish to use something else, you can change this and click 'Check availability' to see if your chosen address is available. Your web address can only contain letters, numbers or hyphens (-).
 - ◆ You can also choose to allow your charity, or JustGiving, or both to contact you.
 - ◆ If your charity is contributing towards the cost of your event or has set you a minimum fundraising target, you must select 'My charity is contributing', otherwise you can leave this as 'My charity is not contributing'.
6. Click 'Make your page'.
7. Here you can edit your Page title, Team members, Target, Raised offline, Your story and add photos and a YouTube video and click 'Save'.
 - ◆ You can add any information you have now and return at any point to add more or amend any details.
8. Choose a page theme from one of the available options and click 'Save' and continue.
9. Now you can share your JustGiving page on Facebook, Twitter, via email or your own website.

JUSTTEXTGIVING

Once you have set up your JustGiving fundraising page, you can set up a JustTextGiving code so that people can give to your cause by SMS. This can be generated by going to the Your Pages section and clicking on 'JustTextGiving by Vodafone Ask your friends for text donations'.

HOW DO MY DONORS USE IT?

Once someone sees your code, all they have to do is text your code along with their donation amount to 70070. This donation amount will then be charged to their phone bill as usual (or deducted from their 'pay as you go' credit).



watershed

GIVE WATER
GIVE LIFE



(Example: Suppose your code is CHAR17 and someone wants to donate £10. To make the donation they'd send the text CHAR17 £10 to the number 70070.)

- The minimum amount per donation is £1.
- The maximum amount per donation is £10.
- Donations can only be in the amount of £1, £2, £3, £4, £5, and £10.
- An individual can give a maximum of £30 per day (eg, three text donations of £10 each).

If they'd like to claim Gift Aid on their donation they just follow the instructions in the reply text.

