



St Andrew's Hospice

*A Fundraising Guide
for*

JustGiving™

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1 THE BASICS - SETTING UP YOUR PAGE

Setting up a fundraising page on Just Giving is quick and simple. Following these steps, it should only take you a few minutes.



Getting Started

Head to
www.justgiving.com.

Either log into an existing account, or click in the top-right corner to sign up.

Once you are logged in, press 'Start Fundraising'.



Link Your Page To Us

Select 'I am fundraising for a charity'.

Use the search bar to find us.

There are two St Andrew's Hospices, so make sure you select the Grimsby one!



About Your Activity

Let us know what category your fundraising best falls into from the options provided.

If you are participating in an event the Hospice has organised, for example, Sparkle Walk, select 'Taking part in an event', and it should already be listed.



Choosing An Expiry Date

Although Just Giving pages can be left open indefinitely, we prefer it if you set your page to expire around a month after your event, as it is unlikely you will receive any donations after this.

You can always extend the expiry date in the future.



In Memory Fundraising

You can set up a fundraiser solely in memory of someone, or you can also do an event in memory.

There's usually a box to add this information, but if it doesn't appear, you can later customise your page story to tell us if you are fundraising in memory and what the full name of the person is.



Personalising Your Page

In your page title, let people know what you are doing and that you are doing it to raise money for the Hospice.

If you are fundraising exclusively for Andy's, please put this in the title.

Customise your page's web address (URL) by removing the pre-filled text and typing a word or two relevant to your page - it'll shorten the link you share!

**YOUR PAGE IS NOW LIVE AND READY TO START
TAKING DONATIONS!**

INCREASING YOUR PAGE ENGAGEMENT



Some sure-fire ways to increase your donations:



Craft Your Story

Tell your supporters your reason for fundraising, your connection to St Andrew's Hospice, and more information about what event or challenge you are taking part in. It can also be useful to include the date your event is taking place so people are encouraged to donate beforehand, but only do this if it doesn't compromise your safety.

A captivating story can boost your donations up to 65%!

Add Pictures and Videos

People love visual aids, so opt for a standout cover photo to grab people's attention when they first click on your page! It could be a photo of you, or related to the challenge you are doing, and you can even customise it with digital artwork using free web applications like Canva. The more pictures you add, the more interesting it will be, and if you can include a video as well, that will really bring the whole page to life.

Photos can boost donations as much as 23%!



Set a Target

If you haven't already, set a fundraising goal that your supporters can rally behind. You're more likely to get donations because people can see what you are working towards, so set your goal high but make it realistic. You can be extra creative and pick a target related to your challenge; for example, if you're swimming 1,000 lengths, you could try and raise £1,000.

Adding a fundraising target can increase the amount you raise by 17%!

Self-Donate

Self-donating is a great way to get your fundraiser off the ground, and to give your page a bit of traction. You can choose to do this anonymously, or you can show your name, which will prove to others that you are committed to your cause and ready for the challenge ahead.

The first few donations typically set the bar for the appropriate amount to donate, so the higher the better!



Regularly Update Your Supporters

People love to see what you're up to, so use your page like a diary, and document milestones, progress, and experiences, as well as adding new photos and videos. It lets people who haven't donated know you are in preparations for your event, as well as reminding those who have already donated about what you're doing. You never know - they might forward it to someone else, or they may even donate again!

If you're preparing for a sporting challenge, you can make updates even easier by connecting fitness apps like Strava and FitBit which upload your data automatically. Visit justgiving.com for information on how to do this.

Once your challenge is complete, make sure to log a final update on your page to let people know how it went, and to thank them for their support. Don't miss your chance to share this on social media either, as a good portion of Just Giving donations come in after the event has taken place.

Personalise Your Thank You Message

Saying thank you to your donors is really important, and if you go the extra mile to recognise their support, they will be more likely to spread the word about your fundraiser. Just Giving sends an automatic thank you to donors when they make payment, however, it is a great idea to thank them personally as well. You can do this by clicking on the 'Say thanks' button under their donation, but we recommend heading to your dashboard and into the 'Donations' tab, where you can customise each thank you message. This gives it an individual touch, and really shows your gratitude to your supporters.

There might be some people who don't get notified of your message if they haven't provided their email so, again, it is really important that your last page update includes a thank you. If you can do a short video saying it then that's even better!



TIPS TO PROMOTE YOUR FUNDRAISER

Share Your Page

Add a Link to Your Socials Bio

Combine Your Online Page With In-Person Fundraising

Generate a QR Code and Create a Poster

If You are Fundraising As a Group, Create a Just Giving Team



There are loads of places that you can share the link to your Just Giving page. Social media sites like Facebook, Instagram, X, TikTok, and LinkedIn are a great place to start. Don't forget to reach out to people via text, WhatsApp, or email either! **Top tip:** the best time to give your page an extra push is right after payday.

As well as sharing social posts, you can also add your Just Giving page link to your bio so that anyone who clicks on your profile sees it right away.

Even though you are fundraising on Just Giving, you can still collect money offline too, and there's a lot of people who prefer to use cash that you might be able to get donations from! We are happy to provide you with printed sponsor forms and collection buckets, and we can also help with suggestions for in-person fundraising activities like raffles and games that you can integrate into your event.

Get creative with how you share your Just Giving page and generate a QR code from the platform. To do this, head into 'Edit your page', 'Share', and then select the QR symbol. Once you've got the QR code, you can have fun designing a poster and printing it out. We recommend using the free website, Canva. Try asking your workplace, local groups, or pub if you can advertise it.

Team pages on Just Giving let you connect multiple fundraising pages together that share one target. Team pages are great for fostering a bit of healthy competition, while making it easier to achieve a higher fundraising amount. Stats show that you're more likely to increase your donations with a team page! See FAQ 4 for how to set one up.

4 EXAMPLE



“

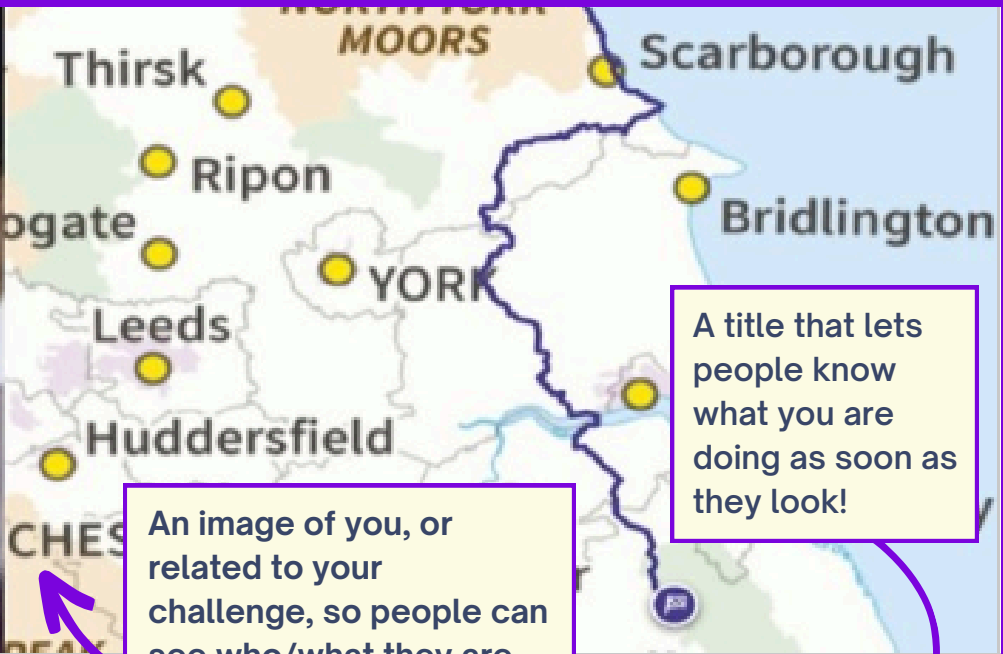
I had so much fun doing this challenge, and I am really proud of how much I raised. The Just Giving platform makes it so quick and easy to gather donations.

”

The next page contains a great example of what a top Just Giving page looks like. The example is from our CEO, Michelle Rollinson, who did a 150 mile walk last year to mark her 50th birthday, and to raise money for Andy's Children's Unit.

To celebrate crossing the finishing line, Michelle held an event for her family and friends at the King's Head in Tealby, where she organised live music, a raffle, and games. Between her Just Giving page and offline donations, she raised over £5,000!





A title that lets people know what you are doing as soon as they look!

An image of you, or related to your challenge, so people can see who/what they are donating to.

Michelle Rollinson

Michelle's fundraiser for Andy's at St Andrew's Hospice

It's useful to add a date so people know when your event is - as long as this doesn't compromise your safety. It wasn't added here for that reason.

Michelle's 150 Mile Walk

Story

A great story - so people know what you are doing and why you are doing it!

I love challenges and, so for my 50th birthday year, I have set myself 50 challenges. All my challenges are about fun and laughter, learning, improvement and achievement. Many of them are taking me well out of my comfort zone!

For one of these challenges, probably the biggest challenge I will ever do, I will be walking 150-miles, in June, to raise money for Andy's at St Andrew's Hospice.

I have worked at the hospice for the past 22 years, starting as a children's nurse and becoming Chief Executive in 2017. I am hoping to raise £5,000 and increase awareness of the amazing work the hospice does in providing a range of care and services for children and young people with life-limiting conditions, across Lincolnshire and East Yorkshire.

In my role as the Clinical Lead for palliative and end of life care for children and young people in Humber and North Yorkshire, the plan is to walk the length of the Humber and North Yorkshire Integrated Care Board footprint, starting from the northernmost point of Easington, and finishing nine days later at the southernmost point of Tealby. The route will combine the Cleveland Way, the Yorkshire Wolds Way, and the Viking Way – a big undertaking, so it will be great to get as much support as possible!

CHECKLIST 5

- Page created
- Title and story written
- Images/videos added
- Target set
- Relevant apps connected, e.g. Strava
- Link shared, e.g. Facebook, Instagram, X, TikTok, LinkedIn, text, WhatsApp, email, and printed posters distributed with QR code
- Regular updates shared to page
- Donors personally thanked
- Offline donations returned to the Hospice
- Just Giving page deactivated



ONCE YOUR FUNDRAISING IS COMPLETE

Hooray... you've finished fundraising!

After your event, it is likely that you will still receive donations for a few weeks, and during this time, it is a good idea to continue sharing your page.

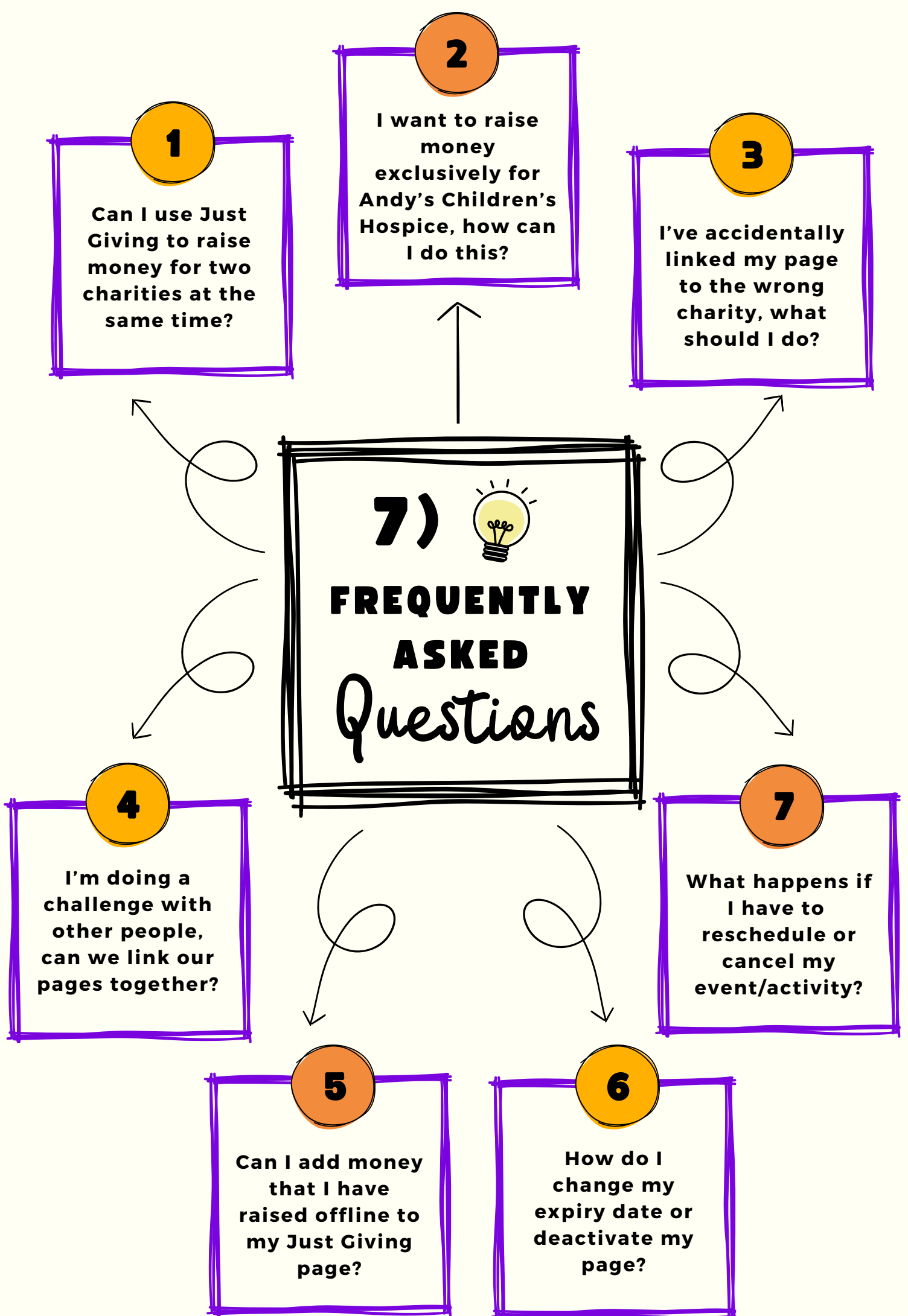
When you do stop receiving donations, it would be really helpful if you could deactivate your page. You can easily do this by logging into your account, clicking 'Edit your page', followed by 'Settings', and 'Extend your page', before inputting tomorrow's date.

If you raised any money offline, don't forget to return this to the Hospice along with your sponsorship forms. We would prefer for you to bring this into the Hospice rather than paying it into your Just Giving page, as this saves us paying extra fees.

The exciting bit...

We'll soon send you an official e-acknowledgement, and let you know if there's an opportunity for a cheque presentation and to get your photo taken for our social media. Keep your eye out!





1

Can I use Just Giving to raise money for two charities at the same time?

Just Giving is not set up to facilitate split fundraising directly, however, we can suggest a couple of workarounds for this. These involve either a) linking your Just Giving page to your personal bank account, and then dividing the amount and paying it directly to the charities, or b) creating two separate charity pages and linking them together. There are pros and cons with both of these methods, so please get in touch with us to discuss them.

To raise money exclusively for Andy's, or to ring-fence your donation for a specific purpose, just let us know on your page. You should clearly state this in your page title, e.g., "I am doing a marathon in aid of Andy's". When we see this, we will make sure your donations are allocated to the correct fund.

2

I want to raise money exclusively for Andy's Children's Hospice, how can I do this?

3

I've accidentally linked my page to the wrong charity, what should I do?

If you accidentally link your page to the wrong charity, you need to close your page as soon as possible. If no donations have come in, you can do this by going into 'Settings', 'Cancel my Just Giving page', and by pressing 'Yes, cancel my page'. From here, you can make a new page and link it to us. If you have already received donations, you instead need to deactivate your page. Please see FAQ 6 for how to do this. Once you have deactivated your page, please let us know immediately so we can contact the other charity.

Team pages allow you and your friends to join your individual fundraising pages together to contribute to an overall total. They list each individual page, as well as the charity the team is raising money for, and the total amount you've raised together. Set up your page as normal, then head to 'View' and click 'Create a Team'. From there, pick a team name, and fill out the required details. These are similar to those required for your individual page, but they are what supporters see when they click on the team. After that, you can share the team page with your friends for them to join and make their own sub-pages.

4

I'm doing a challenge with other people, can we link our pages together?

5

Can I add money that I have raised offline to my Just Giving page?

If you have also collected cash donations, we would prefer that you paid the money directly to the Hospice, rather than uploading it to your Just Giving page. This will prevent us from being charged extra fees, as well as avoiding incorrect Gift Aid claims on collective donations. When we send you an acknowledgement, we will still provide you with the combined total of your online and offline fundraising.

The process to extend the expiry date on your page or to deactivate it is the same. You can do this by going into your account, clicking 'Edit your page', 'Settings', and then 'Extend your page'. To keep the page open, move the expiry date as far into the future as you wish, or to deactivate your page, simply set the expiry date as tomorrow. We prefer for you deactivate your page as opposed to completely cancelling it, as this method allows us to go back and view it.

6

How do I change my expiry date or deactivate my page?

Please let us know us ASAP if you need to reschedule or cancel your event/activity. After you've told us, you'll need to inform your donors who may decide they want a refund. Just Giving will process any refunds, though most people will be happy to let you keep their donations. You should inform donors by posting an update to your page, and by messaging them individually. You can find who your donors are by visiting your dashboard and selecting the 'Donations' tab. Once this is done, you need to close your page down so you don't receive any further donations - see section 6 for how to do this. If you are rescheduling your event, you can create a new Just Giving page closer to the time.

7

What happens if I have to reschedule or cancel my event/activity?

Can't find your question listed, or need more help with your page? We are always happy to help. Drop an email to sahos.fundraising@nhs.net, or call us on 01472 350908.

THANK YOU FROM ST ANDREW'S HOSPICE

At St Andrew's Hospice, our supporters are at the heart of what we do, so if you have fundraised for us in the past, or are planning on fundraising for us in the future - thank you.

From community groups, complementary therapies, and respite stays to hospice-at-home, Andy's children's unit, and adults' end-of-life care, we are here for people when they need us most, and we couldn't do it without the amazing support we receive from you.

Our fundraisers keep us going, and we hope you know just how much you mean to us.

**On behalf of everyone at
St Andrew's Hospice**

