

DIY GUIDE TO FUNDRAISING

FOLLOW THESE SIMPLE STEPS TO START FUNDRAISING



Do something fun and exciting and give people something for their money. Incentives are a great way to engage your colleagues – be it an experience or a prize!



Get help. Enlist your colleagues, friends and family. Many hands make light work, you don't need to do it all yourself.



Set up your fundraising page on JustGiving. Online platforms are the simplest and easiest way to collect donations virtually. You can also use QR codes to boost hands free giving.



Plan your fundraising, check fundraising guidelines, legality and health and safety. If you have any queries please email your account manager.



Spread the word about your fundraising, use your networks inside and outside your organisation. The more awareness you raise, the more money you will raise.

HOW TO SET UP YOUR FUNDRAISING PAGE



CREATE YOUR ACCOUNT

Head to the [JustGiving page](#) here and click on “Join the team” or ‘Start fundraising’ to begin your journey (Please use your company email address.)

GO LIVE

Follow the easy registration steps and Ta-da! Your fundraising page is now live! Share your link and encourage people to donate to the Trussell Trust.



MAKE THE MOST OF YOUR PAGE

UPLOAD A PICTURE

People need to know who you are, so you should upload a profile photo.

SET A TARGET

People who set a target on their page raise more than people who don't.

TELL YOUR STORY

Explain what drove you to raise money for the Trussell Trust. You can edit the ‘My Story’ section of your fundraising page at any time.

USE YOUR QR CODE

You can find your personal QR code in the settings menu when logged in to your account area.



SAY THANKS!

SAY THANK YOU

When people donate to your page, their donations will be visible under the 'Supporters' section. Send a thank you for the donation – a personal message makes all the difference.

SHARE FAR AND WIDE

Use your networks, emails and social media platforms to get your message out there.

NEED HELP?

Follow this link to JustGivings brilliant help pages or get in touch with your account manager.'



**“EVERYONE IS VERY FRIENDLY
HERE, EVEN THE PEOPLE THAT
COME HERE [FOR HELP]. THE
VOLUNTEERS FIND TIME TO TALK
TO YOU, EVEN THOUGH YOU’RE
A STRANGER. THEY’RE REALLY
HELPFUL. IT’S NICE TO
TALK TO SOMEONE.”**

ANN, WHO HAS EXPERIENCE
OF LIVING IN POVERTY

**“IT’S EMOTIONAL FEELING LIKE
YOU’VE LITERALLY HIT THE
BOTTOM, THAT YOU HAVE TO
DEPEND ON OTHER PEOPLE TO
FEED YOUR KIDS.”**

CAREY, WHO HAS EXPERIENCE
OF LIVING IN POVERTY