



JustGiving for Fundraising Groups and Volunteers

Version 2.1 – August 2024

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“JustGiving definitely reaches out to a wider network of people, and with the use of social media people can share the link to reach more people.”

Fermanagh Fundraising Group

1. General

1.1. What is a campaign page?

Your campaign page is a central hub where all donations and fundraising pages can sit, keeping a running total, all whilst ensuring the income sits against your fundraising group or event committee on our database. It is the umbrella page which other fundraising pages can sit under.



Your page has a unique web address that you can direct supporters to for them to set up a fundraising page. Here is an example of a campaign page:

The screenshot shows a JustGiving campaign page for the Marie Curie Fundraising Group, Fermanagh. At the top, the JustGiving logo is on the left, and 'Menu' and 'Start fundraising' links are in the center. On the right, there are links for 'Search', 'Log in', and 'Sign up'. The main content area features a large photo of a group of women, some of whom are sitting at a table with a cake that says '70th Anniversary'. To the right of the photo, the text shows '£35,443 raised by 1,504 supporters'. Below this, there are two buttons: 'Give Now' and 'Share'. Under the photo, the Marie Curie logo is displayed, followed by the group's name 'Marie Curie Fundraising Group, Fermanagh'. Below the name, a description states: 'Marie Curie Fundraising Group Fermanagh are a local community group dedicated to raising money and awareness of Marie Curie'. At the bottom of this section, the charity registration numbers are listed: 'Charity Registration No. 207994 (England & Wales) and SC038731 (Scotland)'. To the right of the description, there is a section titled 'Be a fundraiser' with the text 'Create your own fundraising page and help support this cause.' and an orange 'Start fundraising' button. At the bottom of the page, there are two tabs: 'Story' and 'Fundraisers', with the number '19' next to 'Fundraisers'.

1.2. The benefits of having a campaign page

Having a campaign page will:

- Allow you to have all of your fundraising events in one place.
- Let anyone make a donation to the group.

- Ensure all donations to your campaign page or fundraisers will show in your total.
- Let supporters set up a fundraising page linked to your group page.
- Allow us to see and celebrate all the work you are doing in your community.

1.3. The difference between a campaign page and a fundraising page

The **campaign page** is the central hub for your fundraising group or event committee's JustGiving fundraising. This is where all donations and fundraising pages sit. Supporters can donate to these pages, and these can have lots of fundraising pages connected to them. This allows supporters to have their own pages for different activities, whilst ensuring all income is linked to your group total.

On the other hand, a **fundraising page** is a specific page dedicated to a particular fundraising event (such as a sponsored walk or a Swimathon, for example). This allows us to record and review where specific income has come from, so we can see how successful certain fundraising events are.

1.4. My group does not currently have a JustGiving campaign page – how do we get a page set up?

If your fundraising group or event committee does not already have a JustGiving page, you can contact your Community Fundraiser, who will be able to request one on your behalf from the Fundraising Volunteering Team.

When requesting a page, we will require:

- One landscape photo of your group
- A brief description of your fundraising group – this might include when you were set up, how long you have been running, etc.
- Any links to your groups' social media pages (if relevant)

If you are unsure if you already have a page set up or want to find out more, please email frvolunteering@mariecurie.org.uk.

2. How to use your page

2.1. How to edit your campaign page

Once we have set up your campaign page, you will be sent the link by your Community Fundraiser. At this stage, you are unable to edit the page itself. However, if you would like to amend the picture or add some extra detail about your group, just let your Community Fundraiser know and we can edit it for you.

You can set up and edit the fundraising pages that are attached to the campaign page. These are the ones that you will be using for your own fundraising.

2.2. How to use your campaign page

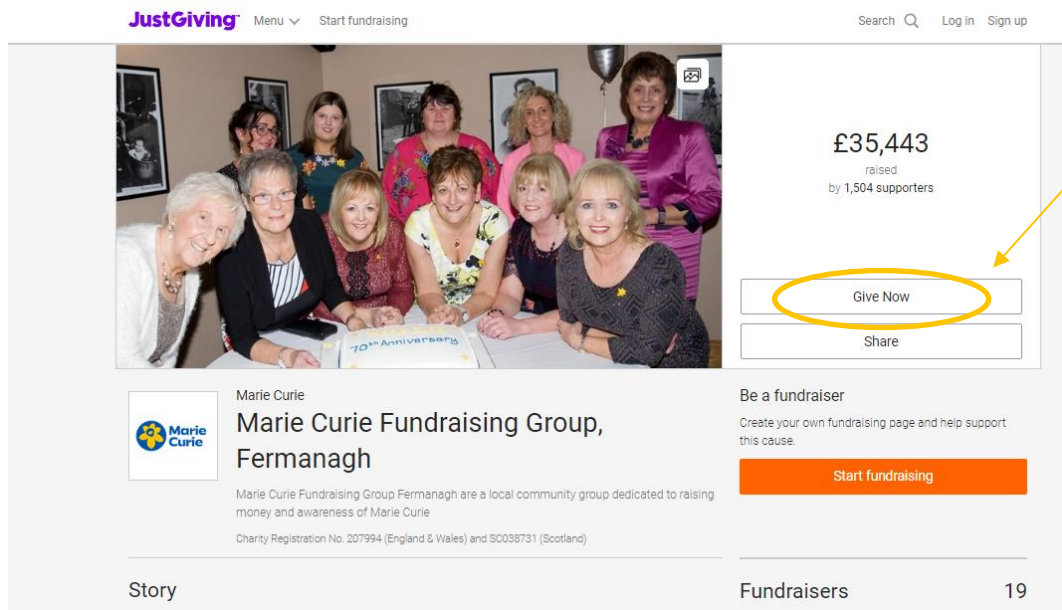
Campaign pages can be used in a few different ways:

- People can make donations against the page.
- You can set up fundraising pages for events you are running against the page. You would then direct people to that fundraising page to donate. This means you can have a total for a specific event that feeds into the campaign.
- You can encourage your supporters to set up fundraising pages against your campaign (for example, you know someone running the local half marathon for Marie Curie; you can get them to set up their page against the groups campaign page). This gives you recognition for the relationships you are building locally.
- It enables Marie Curie to have accurate records of where income comes from that is attached to your group.



2.3. How to donate

People can simply donate by clicking the “Give Now” button on the campaign page, which will make a one-off donation:



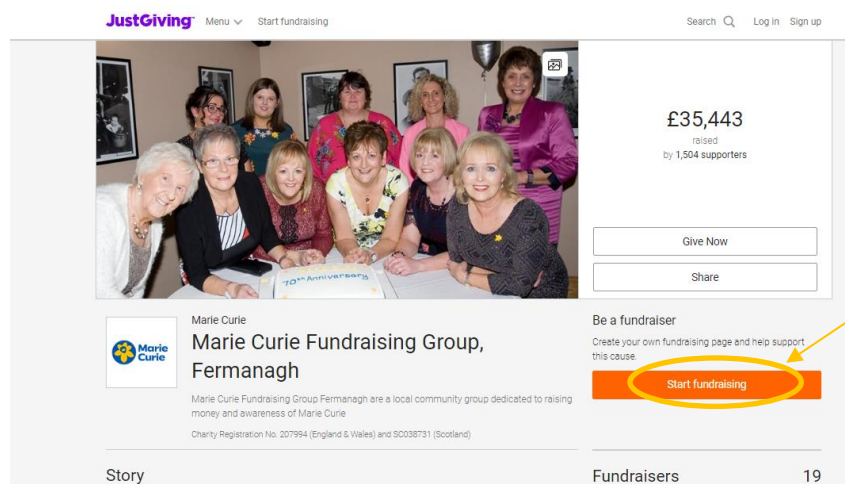
This one-off donation will not sit against a specific event. This means that if, for example, the income is part of the Tea Party you have been running, please make sure you have set up a fundraising page for the Tea Party and direct people to make their donation there. This way, we can recognise where the income has come from.

3. Fundraising pages

3.1. How to set up a fundraising page against a campaign page

Any event that you run as a fundraising group (or event committee) where you plan to take donations online should have a fundraising page created on the campaign. This needs to be **set up from the campaign page itself**. Follow this step-by-step guide on how to set one up:

1. Click on the orange "Start Fundraising" button. You should direct any supporters to this orange box to set up a fundraising page linked to your campaign page:



2. You will then be asked to log in or sign up to JustGiving. If whoever is setting up the fundraising page has an account already, they would just sign in. If they are new to JustGiving, they would need to create an account by pressing "Sign Up":

JustGiving



Welcome to JustGiving! Let's set up your Marie Curie Fundraising Group, Fermanagh fundraising page and start raising money for Marie Curie.

Log In

New to JustGiving? [Sign Up](#)

Email

Password

[Show](#)

☒ Remember me

[Continue](#)

3. Once logged in, you will be asked if you are fundraising in memory of someone:

JustGiving from Blackbaud [Menu](#) ▼

Are you fundraising in memory of someone?

☐ Yes

☐ No

[Back](#) [Next](#)

JustGiving has 0% platform fees for donations. All funds will go direct to the charity.

4. You will then be asked what you are planning to do. You would click the most relevant option to your activity:

JustGiving from Blackbaud [Menu](#) 

Are you taking part in an activity?

I'm taking part in an event

A mass participation event, for example, a marathon, bike ride, or trek



I'm doing my own activity

Get creative and organise your own activity, like a bake sale or coffee morning



Just fundraising

As simple as asking people to donate to a cause that you care about



Back

Next

JustGiving has 0% platform fees for donations. All funds will go direct to the charity.

Depending on the activity you choose, you will be asked to give a bit more information as shown below:

Tell us more about your event

RECOMMENDED

OCT 28

Trek Sri Lanka with Discover Adventure 2023

2023 • 3 fundraisers

OCT 29

Dublin City Marathon 2023

2023 • 444 fundraisers

OCT 29

Irish Life Dublin Marathon 2023

2023 • 282 fundraisers

NOV 1

Walk 100km with Your Dog in November 2023

2023 • 10 fundraisers

NOV 4

Trek to Petra

2023 • 74 fundraisers

Can't find what you're looking for? [Create your own activity](#)

Back

Next

JustGiving has 0% platform fees for donations. All funds will go direct to the charity.

Tell us more about your activity

Type of activity

e.g. Personal run / marathon

Looking for a mass participation event?
[Switch to taking part in an event](#)

Activity details

Bake sale

Date of activity (optional)

30 May 2023

Back

Next

JustGiving has 0% platform fees for donations. All funds will go direct to the charity.

Are you fundraising for an occasion?

No occasion? [Skip this question](#)

A birthday

A wedding or civil partnership

Something else

No occasion

Back

Next

JustGiving has 0% platform fees for donations. All funds will go direct to the charity.

5. Once you have given more details on your activity, you will be asked about how much you would like to raise:

Marie Curie is a registered charity in England and Wales (207994) and Scotland (SC038731).
Registered as a company limited by guarantee in England & Wales (507597).
Registered Office: One Embassy Gardens, 8 Viaduct Gardens, London, SW11 7BW.

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How much would you like to raise?

Targets help to set the donors, maximising funds for your selected charity

£ 500

GBP ▾

✓ £500

£1,000 Most popular

£1,500

 Don't worry, if your target isn't reached, all funds raised will still be sent to your chosen charity.

Back

Next

JustGiving has 0% platform fees for donations. All funds will go direct to the charity.

- You will then be able to personalise your page. At this stage, you will need to add a page title and a few sentences on why you are fundraising. You can also customise the URL for your page, if you wish to do so – this is the link you'll be sharing with family and friends when asking them to donate.
- You'll then have the option to add a cover photo to your page. Adding a photo will help it to stand out, so we would recommend adding one:

Personalise your page

A great story will help to engage potential supporters. Not ready? [Skip and add later](#)

Page title

Lucy's fundraiser for Marie Curie

Why are you raising money?

Marie Curie provides care and support for people living with any terminal illness across the UK. Our nurses work night and day in peoples homes and our hospices offer specialist care. We also support people emotionally, provide practical information, and match them with trained volunteers.

T “

Enhance my story

Customise your web URL

testfundraiser1

justgiving.com/page/testfundraiser1

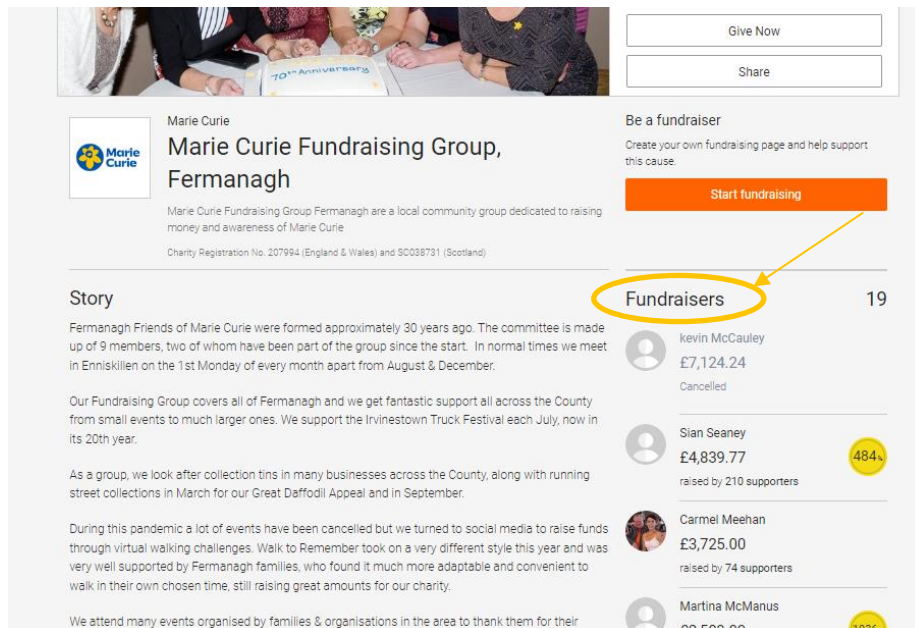
Go back

Next: Page cover

Please make sure you name the event accordingly to help us understand and record where the money is coming from. From here, your fundraising page will then be set up and ready to use! You can go back and personalise your page at this stage if you wish to do so.

3.2. Where to find fundraising pages

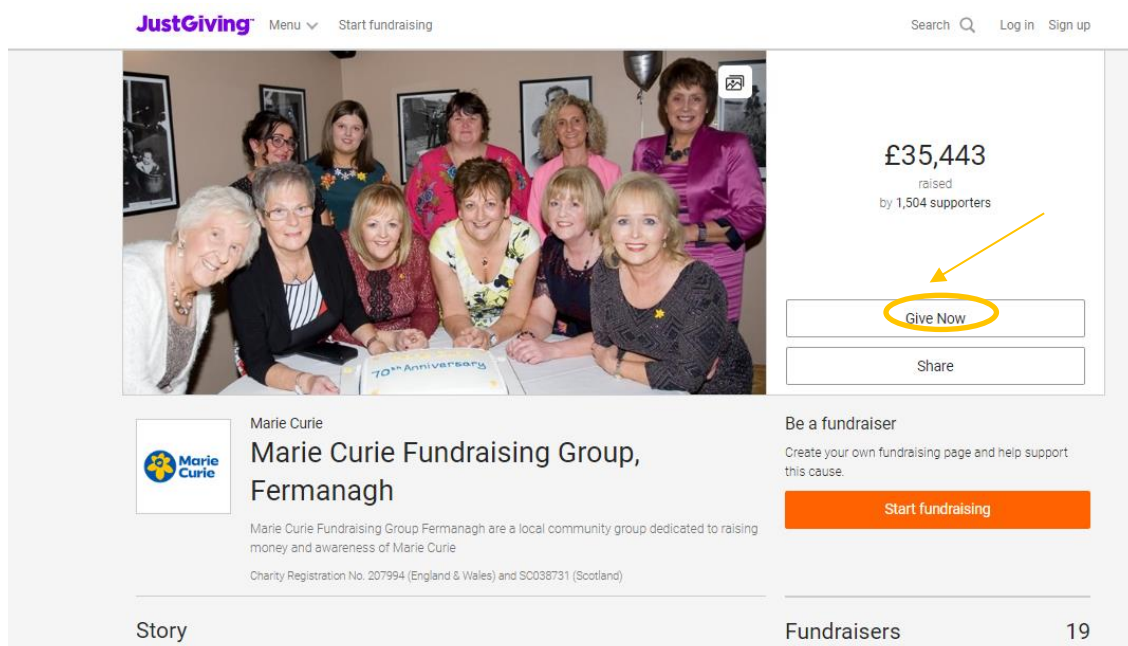
Once set up, fundraising pages will sit on your campaign pages under “Fundraisers”, on the right-hand side of your campaign page:



You can click on any of these pages in the list, which will take you through to your chosen fundraising page.

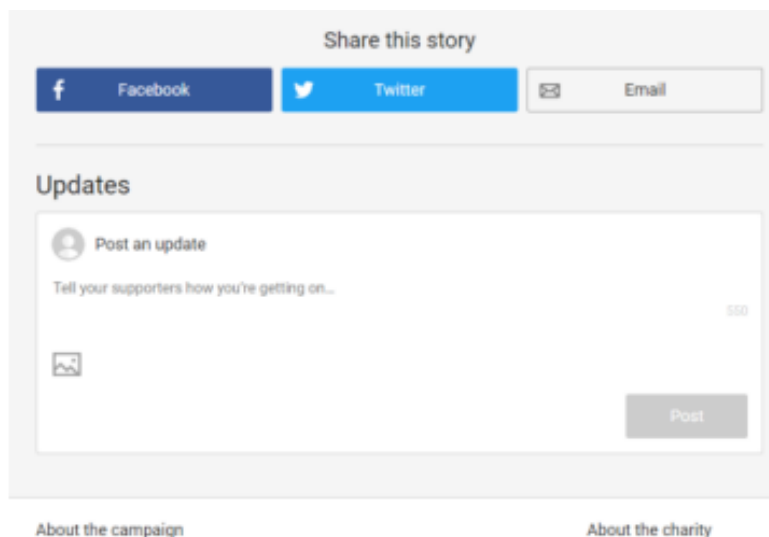
3.3. How to share pages

Once set up, you have the option to share your page so that people can donate by pressing “Share”. This will give you the option to share the link to the page on your social media platforms:



3.4. How to update supporters on the progress of an event

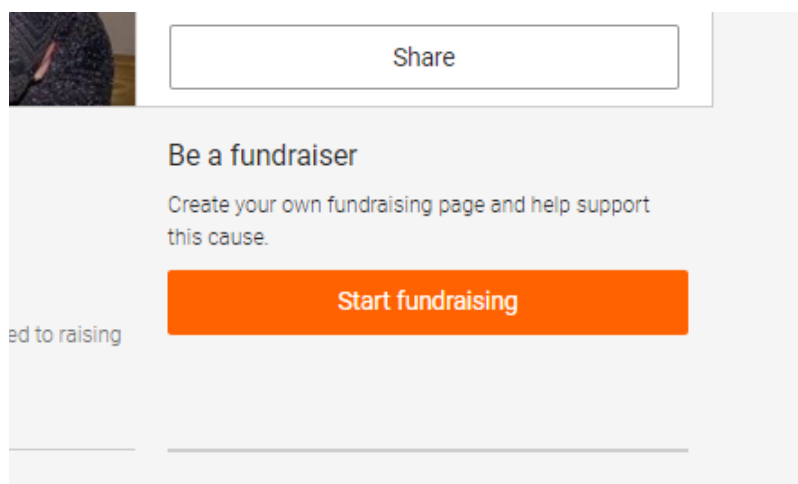
You have the option to add updates to your page. For example, if you were doing Step into Spring, you could add a daily update about your mileage and add photos, so you are taking your supporters on a journey with you.



3.5. Supporter fundraising pages

Supporters can set up fundraising pages. The idea of the campaign is to help build relationships in your communities and encourage supporters who are fundraising to set up their fundraising pages from a campaign page.

This is done by clicking on the “Start Fundraising” button:



4. Queries

4.1. How to find events from campaign pages

Fundraising pages do not show the name of the event against the campaign page as the pages are shown by the name of the person who owns the JustGiving page (i.e. the person who created that fundraiser).

However, when doing a fundraiser, you would be sharing the link to the fundraising page rather than the campaign page, where they will be able to find out more information on the event or activity you are doing.

The campaign page is a tool for you as a group to see how each event is doing and for the income to be in one place.

4.2. JustGiving costs

JustGiving are committed to providing a cost-effective service to charities. They charge a 5% fee for their gift aid service which is taken from the gift aid claimed on a donation. They then charge a 1.9% +30p processing fee to account for the processing costs of different payment methods.

This cost is minimal, and we wouldn't be able to raise the income we do without JustGiving as a platform. It's also worth remembering there are costs incurred with any money sent direct to us, so we are really grateful for the platform they provide.

4.3. Who to get in touch with

Please talk to your local Community Fundraiser if you have any queries. Alternatively, please email frvolunteering@mariecurie.org.uk