

Changing the world
with **women and girls**
act!onaid

ActionAid's guide to

Setting up your JustGiving page

Harriet, a survivor of domestic violence, was supported by an ActionAid shelter in Kampala, Uganda.

Setting up a JustGiving page is one of the easiest and most effective ways to fundraise.

We have made this handy guide to setting up an online fundraising page, along with some top tips to help make your fundraising effort a huge success!

1

You can set up a fundraising page for ActionAid today by visiting: justgiving.com/actionaid

2

Click '**Fundraise for us**' on the top right-hand side of the page

3

Log in to your account or, if you are new to JustGiving, simply click '**Sign Up**' and follow the instructions to create your account

4

Choose what kind of fundraising you are doing for us. If you are taking part in an organised event, click on 'Taking part in an event' and choose from the options or type it in the search bar.



Talat, a domestic violence survivor in India, trained to be one of her country's few female rickshaw drivers thanks to an ActionAid initiative.

5

Fill out as many details as possible about your event and click **'Create your page'** at the bottom of the screen

You have now created your JustGiving page! But you're not quite finished... it's now time to personalise your page!

6

Press **'Edit your page'** on the top left-hand corner of the screen. It's here where you can change things like your fundraising target, the page title and your colour scheme.

Click **'Edit your title, target, cover photo and story'** to personalise your page. The more unique your page is, the better! At a later point, you can go back and increase your target. This may encourage more donations.

Be sure to save your changes, and you're done!

Top tips

- In the Story section, add a description explaining why ActionAid's cause is close to your heart, what fundraising activity you will be doing and a description about our work. If you need any ideas, visit the [About Us section of our website](#).
- Add a picture of yourself, your fundraising activity or your preparations to your page. If you are taking part in a sports challenge, you could add information about your training to your page to keep your supporters up-to-date.
- Why not share some examples of how donations will make a real difference to our work? [Click here to see some](#).
- First send your page to someone who will donate generously and hopefully others will follow their lead.
- Then, share your fundraising page far and wide via emails, social media and word of mouth. You can even share your page through JustGiving by clicking on 'Edit your page' under 'Share your page'.



Don't forget to tag @ActionAidUK in your posts and use the hashtag #ActionAidUK.

- Check out our top tips for [promoting your fundraising here](#).