

How to set up a personalised online fundraising page

If you are doing any kind of fundraising activity, setting up your own online fundraising page is often the easiest way for people to support your efforts and donate to Helping Hands. Here are two of the best online fundraising sites we know. They are all set up to make donating to Helping Hands really easy and they also allow your supporters to make tax deductible or tax efficient donations.



Our parent charity *Globalteer* is a partner project of award-winning online giving platform **Global Giving**, which means that you can set up a Helping Hands fundraising page where US resident supporters can make secure **tax-deductible** donations online.

1. Go to www.globalgiving.org/20653, scroll down until you see a blue rectangular button on the right hand side which says “Start a fundraiser” and click on this button
2. Enter your email address and create a password, then enter your first and last names
3. Give your fundraiser a name then choose the type of fundraiser you are doing – we recommend choosing “general fundraiser”.
4. Click one the tab that says “picture” to upload a picture to your page. We suggest a picture of you so that people know they are on the right page, or a close up picture of the project if you have one.
5. Then at the top of the page click on the words “edit your fundraiser” to add some text, a target amount and date for your fund raiser.

Now submit your fundraising page. Once it is approved you will be sent a URL to share with friends.



If you and most of your donors live in the UK then Virgin Money Giving is the best site to use for your fundraising page as it allows donors to increase the value of their donation by up to 25% through GiftAid. Here’s how to set up your page.

1. Go to <http://uk.virginmoneygiving.com/giving/> and click on 'Start fundraising' on the right hand side.
2. Now click on 'Someone special' and at the bottom of the next page check the “someone special” button and then click on “Set up your page now”.
3. Now enter ‘Helping’ as first name, ‘Hands’ as second name. This part is very important for Globalteer to make sure the money you raise goes to Helping Hands!

4. Select “other” from the drop-down menu and check “no” when asked if it is an in-memoriam page.
5. In the next section enter Globalteer in the ‘Charity’s name*’ field and then press search. This ensures that you are collecting for a Globalteer project.
6. Proceed to register as a Virgin Money Giving user and then go on to set up your page.
7. Now you can create your page using words that talk about what you are doing and why you are supporting Helping Hands. You should upload a picture of yourself or of Helping Hands too. If you would like a photo from us please let us know. Just a couple of short paragraphs are best here.
8. At the bottom of this page you will be asked if you want to send a thank you message to your donors – we say yes! Just compose a short thank you which will be automatically sent out every time someone donates.



If you are collecting donations or staging a fund raiser in a country other than the USA or the UK you can use either of the above to set up a fund raising page. However, at the moment your donors will not be able to take advantage of any tax breaks, and unfortunately donations have to be made in either US\$ or £.

From a Helping Hands point of view, collecting donations through Virgin Money Giving works out more cost effective so we would prefer you to use the UK method but of course we leave it entirely up to you as all donations are more than welcome! Thank you for your understanding!

globalteer

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