

Fundraiser starter pack

Setting up a page:

To get started, there are four ways a fundraiser can create a fundraising page:

Fundraisers receive an email with an auto login:

- Automatically, through the integrated sign-up process when registering on the event partner's console.
- Via a 'deep-link' sent directly to the fundraiser by the charity where they are taken to the fundraising page set-up process.

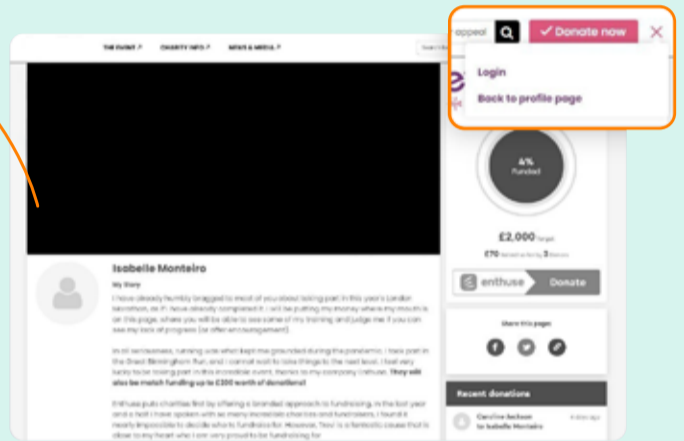
Fundraisers login with their email address & password:

- When clicking the 'Fundraise for us' button on a charity's profile.
- By going to the event partner's event page (e.g. TCS London Marathon) > clicking 'Fundraise for us' > then selecting a charity.

Logging in:

1 Fundraisers should first find their live fundraising page.

2 They can then log-in using the drop down menu next to the 'Donate Now' button.



Editing your page:

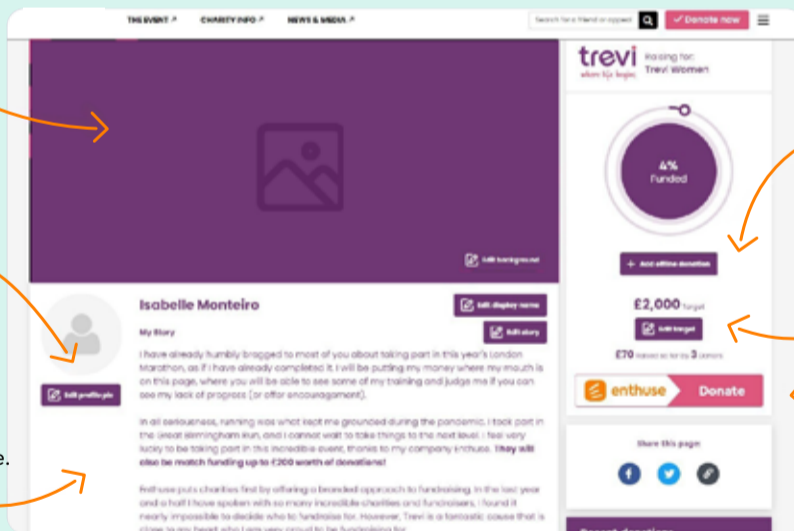
Once logged in, fundraisers will be able to:

Upload a background image related to the charity or the fundraiser's training efforts.

Add a profile picture: pages with profile pictures can raise 2 x more on average.

Write a story in the "About us" section to tell supporters why they are fundraising for your cause.

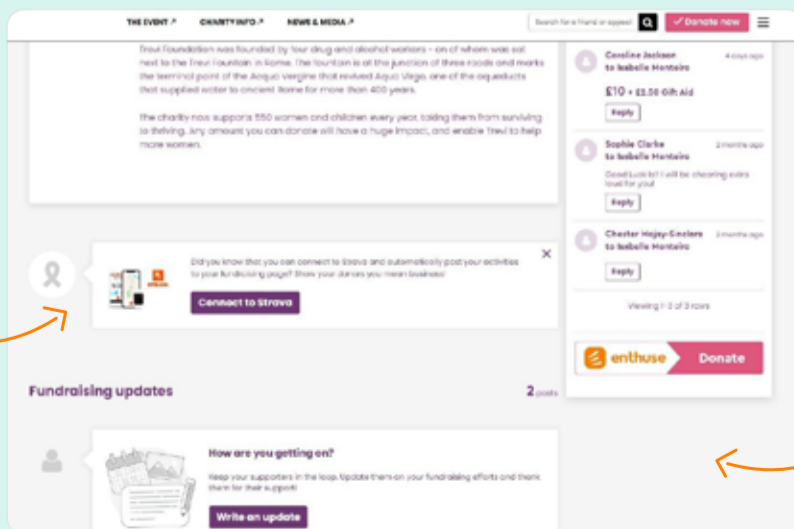
Fundraisers can scroll down this page to **connect their page to Strava** to show their training maps and distances. They can also add text and photo updates to let supporters know how they're getting on.



Add offline donations to contribute to their total, for example if they have received cash donations or money via a different platform.

Customise their fundraising target

Add a donation to their own page: fundraisers who do this receive 45% more donation on average than those who don't.



Fundraisers will get **fundraising milestones** automatically added to their page upon receiving their first donation, and when they reach 25/50/75/100% of their fundraising target.

These updates can all be shared to social media – pages shared 5 times or more receive significantly more donations!