

Setting up your fundraising page

Your fundraising toolkit



Thank you for taking part in Sing for Water, and for choosing to fundraise for WaterAid! Here are our tips for making a great online fundraising page.

Link your page to the event

Set up your [JustGiving page](#) and link it to your Sing for Water event. Each Sing for Water event is set up in JustGiving, so make sure you look at our 'organised events' and link your page to the right event. Your choir leader or event organiser can send you a link of this if you can't find your event.

Make it personal

Fundraisers who personalise their fundraising page receive 60% more donations - it's a fact! Add a photo of yourself or your choir and set a fundraising target, so that your supporters feel like they're on the journey with you and become invested in your challenge. Write about why you've decided to take part in Sing for Water and the reason it's important to you personally - if people know how much effort you are going through to learn your songs and fundraise, they're more likely to support you.

Why WaterAid?

As well as sharing your Sing for Water story, tell your supporters why you're choosing to support WaterAid. To help, we've drafted the below paragraph ready for you to use on your page.

"I'm taking part in Sing for Water to raise money for WaterAid. WaterAid works with the world's poorest communities to improve their access to water, sanitation and hygiene. Sing for Water events support a particular WaterAid project in Oromia, Ethiopia, where 3 in 4 people do not have access to safe water and 1 in 5 people do not have somewhere safe and private to go to the toilet. Last year Sing for Water event raised over £100,000 for this project, and this year we want to raise even more. Support me today and help us to transform even more lives in Ethiopia with clean water and decent toilets."

If you'd prefer, feel free to write your own blurb about WaterAid's work using information from [our website](#).

Tell everyone you know!

Once your page is up and running, send it around to your friends, family and most loyal supporters. Once you've got those first few donations on there, the others should come rolling in. Email your page around, or post it to social media channels like Facebook, Twitter and Instagram alongside a photo of one of your rehearsals, personal story or [WaterAid statistic](#). Don't be shy of sending your page around more than once - you can't guarantee that everyone will have seen it the first time, and it might be that they're in a better position to sponsor you the second or third time around. Don't forget to post it on the big day as well - often a lot of donations will come in after you've taken part in Sing for Water, as your supporters will want to celebrate your success!

Say thank you

It's really important to thank your donors for supporting you, and to announce how much you raised overall. Let them know how much their generosity means you to personally, and how much of a difference it is making to the communities in Ethiopia who do not have access to safe water and toilets. Below are a few price points that you can share with your supporters, to let them know the impact that their donations could have in Oromia.

- £15 can help provide one person with access to safe water
- £28 could pay for to construct a latrine for one household
- £115 could train a community hygiene promoter to promote improved hygiene practices
- £700 could pay for a public tap stand, providing water for hundreds of people in the community

Good luck from us!

Now your page is all set up, you're good to go. We hope you're looking forward to taking part in Sing for Water, and if you need any help or resources, don't hesitate to get in touch with us at singforwater@wateraid.org or 020 7793 4594. You can also get more fundraising advice from our downloadable [fundraising guide](#).