

Your fundraising toolkit

Setting up your WaterAid fundraising page

Thank you for fundraising for WaterAid!

Together, we can make clean water, decent toilets and good hygiene normal for everyone, everywhere. Here are our tips for making a big impact with your online fundraising page.

Make it personal

Set up your **JustGiving** page and edit the blurb to tell your fundraising story. Statistics show that a personalised fundraising page receives donations!

Add a photo of yourself, set a fundraising target and tell your donors what your event or challenge means to you.



Why WaterAid?

Let your supporters know why you're supporting WaterAid. Tell them about the water and sanitation crisis, and all the work we're doing to make change happen. Learn more about **what we do** on our website.

Tell the world!

Start sharing your fundraising page on social media, if you use it, and email it round at work and to friends and family. Give it a unique spin by writing about how tough your challenge is, or what it means to you personally. Don't be shy about sharing your page around more than once – you can't guarantee that everyone will have seen it the first time.

Now your page is all set up, it's time to start making change happen! If you need any help or resources, get in touch with us on events@wateraid.org or **020 7793 4594**. You can also connect with us on **Facebook, Twitter, Instagram** and **TikTok**.



£15

could pay for a 25mm water supply distribution pipe in Zambia



£30

could pay for a handwashing facility for one family in Mali



£50

could pay for the training of one person to maintain water pump in Nepal

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Personalise your cover photo with a picture of you taking on your activity.

Add a profile picture: fundraisers who update their photo raise on average a whopping **262%** more than those who don't.

Personalise your story. Tell your friends why you're taking on your challenge for WaterAid and even link to a personal blog. Those who update their story can raise a huge **315%** more than those who don't.

You can even use your updates section to thank donors for their support.

Raised funds offline? Add them to your total using the offline donations function, so that they show in your overall total at the top!

The screenshot shows a fundraising page on JustGiving. At the top, there's a progress bar showing 20% raised of a £250 target, with a 'Give Now' button. Below this is the fundraiser's profile, including a profile picture, name 'Lizzie Griffiths', and a short bio. The main section is the 'Story', which describes the fundraiser's motivation and includes a 'Share this story' section with social media links. Below the story is an 'Updates' section with a recent update from Lizzie Griffiths, dated 13 April 2022, featuring a photo of her giving a thumbs up on a beach. At the bottom, there's a 'Donation summary' table showing online and offline donations.

Donation summary		
Total raised	Online donations	Offline donations
£50.00	£0.00	£50.00

As you approach **100%**, up that target and see if you can raise even more!

Use the share function to share your page to social media, Whatsapp or add the link to your email footer.

Make the first donation to kickstart your page. You could raise **81%** more than those who don't!

Share your updates and training sessions. Include photos, and link your Strava or Fitbit to pull through your activity automatically. This could help you raise **73%** more!