

# 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 60% more 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 challenge the norm and make change happen. Check out our **videos, stories of our work** and the price points below for inspiration.



**Tell the world!** Start sharing your fundraising page on social media and email it around 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 of sending your page around more than once – you can't guarantee that everyone will have seen it the first time.



£ **3**

could pay for a tap in Nigeria

£ **24**

could help provide access to clean water for one person

£ **50**

could provide a wheelchair accessible toilet in Bangladesh



Now your page is all set up, it's time to start making change happen! If you need any help or resources you can always contact us at [events@wateraid.org](mailto:events@wateraid.org) or **020 7793 4594**, and you can keep in touch with us on **Facebook**, **Twitter** and **Instagram** too.

