#Ride4Malawi

JustGiving Fundraising Guide

SETTING UP YOUR FUNDRAISING CAMPAIGN

This guide will help you set up your own JustGiving campaign to fundraise for AGE Africa!
Setting Up Your Fundraising Campaign on JustGiving

Zikomo (thank you)! You’ve decided to support girls’ education in Malawi. This step-by-step guide will help you make the most of your fundraising experience.

We’re here to help if you have any questions! You can email Emily Hall at ehall@ageafrica.org for assistance with setting up your fundraising page.

1. CLAIM YOUR PERSONAL FUNDRAISING PAGE

Visit the Advancing Girls’ Education in Africa (AGE Africa) #Ride4Malawi 2021 fundraising page.

   1. Click the orange “Start Fundraising” button

2. Sign-up for a JustGiving fundraising account or sign-in to your existing account.

3. Create a Fundraising URL for your “Ride for Malawi 2021” campaign

4. Click “Create your page”
2. CREATE A TEAM FUNDRAISING PAGE (OPTIONAL)

Team Pages allow you and your friends to join your individual fundraising pages together to contribute to an overall total.

They’re great if you want to raise money separately while still contributing to a larger team goal.

The page will list everyone’s individual page, as well as the charity you’re raising money for and the collective total you’ve raised together.

How to create a team page:

- Create a fundraising page that you want connected to “Ride for Malawi 2021” (process mentioned above)
- On your page click the “Create a Team” link
- Next up, you can give your team a name
- You'll be asked to confirm that you're raising money for “Advancing Girls Education In Africa Inc” and “Ride for Malawi 2021”
- You can customize the pre-populated story behind your reason to fundraise together and add a cover photo representing your specific team
- Set the team’s fundraising target
- You can set targets for individual team member's by using the drop down
- Choose your team’s web address and hit “create a team”

TIP: Click here to learn how to edit your team

Congratulations! You created your fundraising page and team!
3. INVITE YOUR FRIENDS TO JOIN YOUR TEAM

Once you’ve set up a Team Page, you can update it by clicking “edit” at the top of the page. You can update:

1. The title of your Team Page
2. Your target
3. Your cover photo
4. Your team story

How can I manage who’s in my Team?

Click on the member’s tab at the top of your team page.

- From here you can make your team page open for anyone to join
- You can make your team accessible by invitation only
- You can invite new members
- You can remove team members

Prefer to fundraise as a group on the same page?

If you and your team mates are fundraising for the same charity and would prefer to use the same page, create a regular fundraising page and list all of your names in the story section. Choose a web address that reflects your team name, you could also update the name in the account to reflect your team name.

You are stronger together! In addition to fundraising together (or apart if you’re in different cities), encouraging each other to fundraise, connecting your fundraising pages, and becoming a team provides even more inspiration and motivation for everyone including your donors!
SUPPORT

We hope this toolkit has provided you with good information you need to create excitement, increase donations, and ultimately exceed your fundraising goal. We’re here to help. Please feel free to reach out to us anytime.

AGE Africa Contact

Emily Hall – ehall@ageafrica.org

Fundraisers help hub: https://help.justgiving.com/hc/en-us

- Promote fun GIFs or social sharables that you and your supporters can use to highlight progress towards your goal
- Visit the JustGiving Fundraiser Resource Library for step-by-step instructions to create a personal page, edit it, and use features like live video and fitness tracking.