

Event Fundraising Guide 2024

How to set your charity up for event fundraising success in 2024 and beyond



Contents

Introduction	3
Insights & Trends	4
Planning Your Event	7
Defining Success	8
Optimising Your Event Timeline	9
Inspiration	15
Step-by-Step Event Planning	20
List Your Events	21
Create Your Campaign Page	23
Link your Event and Campaign Page	24
Optimise Your Campaign Page	25
Promote Your Campaign	28
Reporting for Your Events	30
Best Practice Tips	31
Your Event Campaign Checklist	34
Helpful Features and Integrations	35
JustGiving Support and Resources	38



Introduction

Every new year is an opportunity to start fresh, celebrate last year's successes (and lessons learned), and hit the ground running with new goals.

As we move into 2024, now is the time to ensure your charity is ready to smash your event fundraising targets!

Just what should those event fundraising targets be, you may ask? Well, that's just one of the many topics we'll cover here in the Event Fundraising Guide.

Events come in all shapes and sizes. They could involve huge crowds and millions of pounds raised like the London Marathon, or they could be small events catered toward a specific

(but no less important) cause in your community. These days, you may even wish to organise a virtual event so that people can gather to support a cause from wherever they are in the world.

Whether you are an event planning pro or it's your first time organising a fundraising event, the Event Fundraising Guide is here to provide helpful insights gleaned from many great charities and fundraisers who work with JustGiving. Within these pages you'll find advice on event planning, checklists, how to create and promote your fundraising campaigns, and so much more.

Ready to get started?





Section One

Insights and trends

Event Fundraising in 2023

To kick things off, let's take a look at the event fundraising landscape. What events were most popular? What trends are we seeing as we head into 2024?

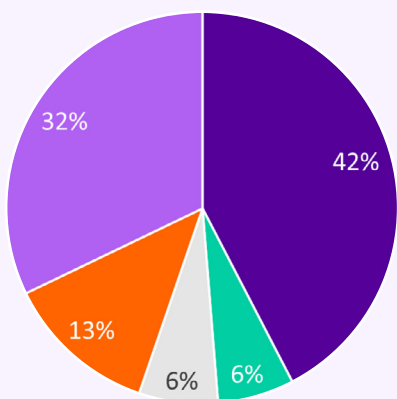
The following data is for organised events only – this includes events organised by charities or event organisers and third parties.

The good news is....

- Event participation is up vs pre-pandemic
- +13% pages created for 2023 vs 2019
- Also, up YoY (+15% for 2023 vs 2022)



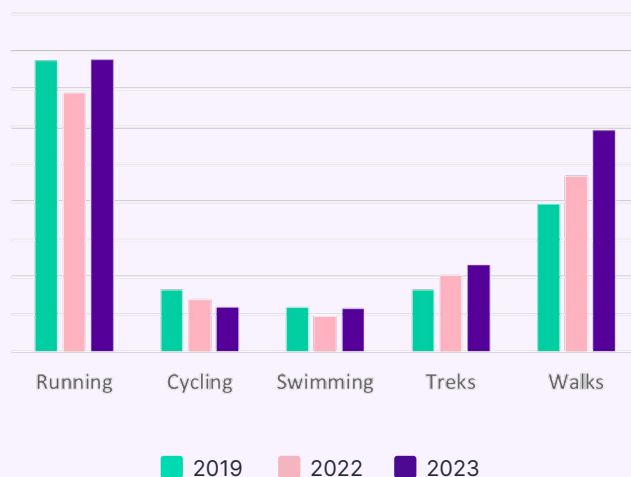
Event mix in 2023



■ Running ■ Swimming ■ Cycling ■ Treks ■ Walks

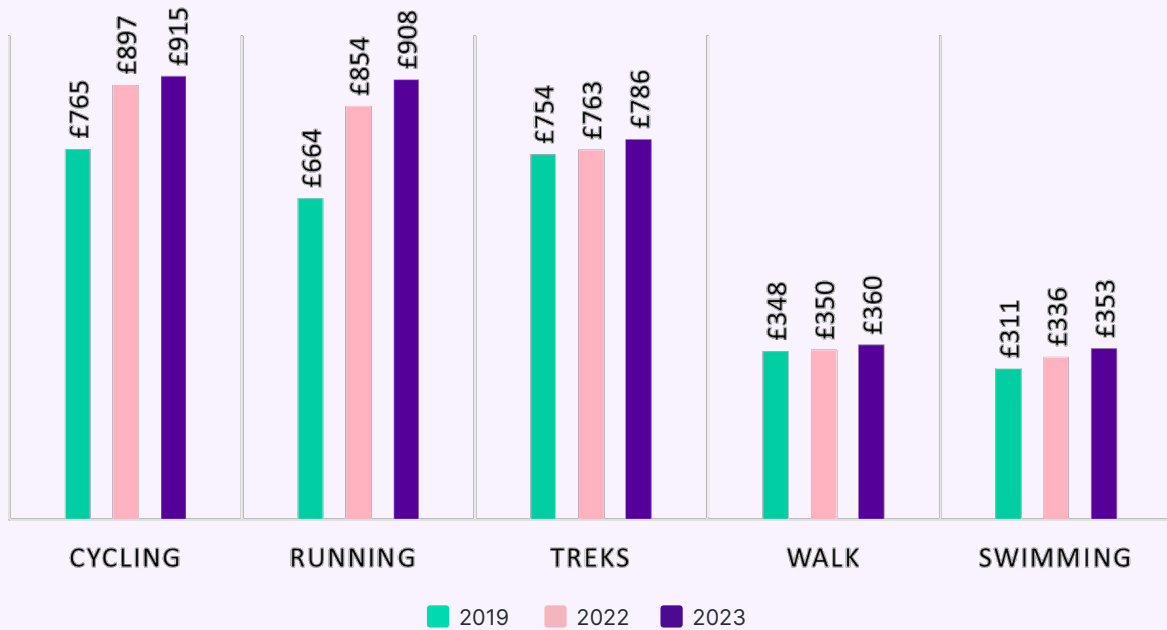
Proportion of pages created for organised events on JustGiving in 2023

Pages created by activity type

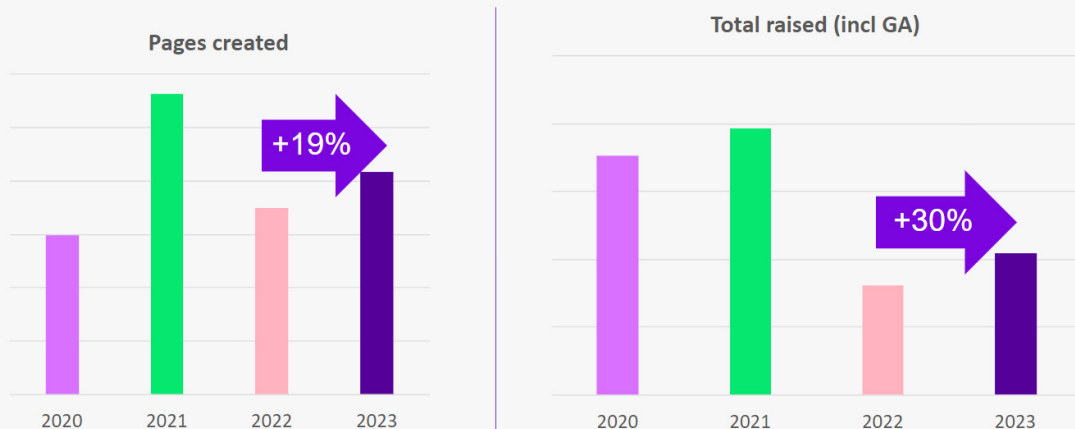


- Running and swimming back to pre-pandemic levels of popularity
- Cycling in decline
- Treks and walks in growth

Average raised by activity type



Virtual Events



Whilst it's no surprise that Virtual Events declined since the pandemic, we have seen 19% growth in the number of pages created in 2023 compared to 2022 and the total donations from virtuals has jumped by a whopping 30% too.

Do these trends and numbers support or contradict what you're seeing at your own charity? Take some time to dig into your numbers and reflect on any areas that you might want to give some attention to... or celebrate if you're seeing similar or even better results! Check out our quarterly [JustGiving Insights webinar series](#) for a deep dive into more trends and insights.



Section Two

Planning your event timeline

Defining success

Here at JustGiving, we like to consider three key measures related to success. We focus on each of these in every area of fundraising, and we encourage you to do the same at your charity.



Page Creation

Increasing the number of fundraising pages created for the event.

For that really special story, sometimes one fundraising page is all you need. But with most campaigns and events, it's best to have as many fundraising pages as possible. Not only can this attract more donations, but your cause will also achieve a wider reach. Later in the Guide, we'll discuss how you can encourage page creation ahead of your event.



Page Activation

Increasing the number of fundraising pages that receive their first donation.

If your supporters have created some fundraising pages, great! But the work isn't done yet. Pages are only considered 'activated' once they receive their first donation — in other words, once their fundraising total is higher than £0. If you ever hear the term 'page activation rate', this is the percentage of pages created that receive that all-important first donation.



Page Value

Increasing the amount raised per fundraising page.

Here is where the fun really starts. As with any charity event, one of the major goals is to raise as much as possible. By employing a few simple strategies (more on that below), you can increase donations per fundraising page and therefore increase the overall amount raised for your charity event.

Take some time to benchmark against your previous year's events to set your goals for your 2024 and beyond. Use your reports (pg. 30) to look at your own data, and review the Insights section in this guide to discover the averages and trends seen on JustGiving.



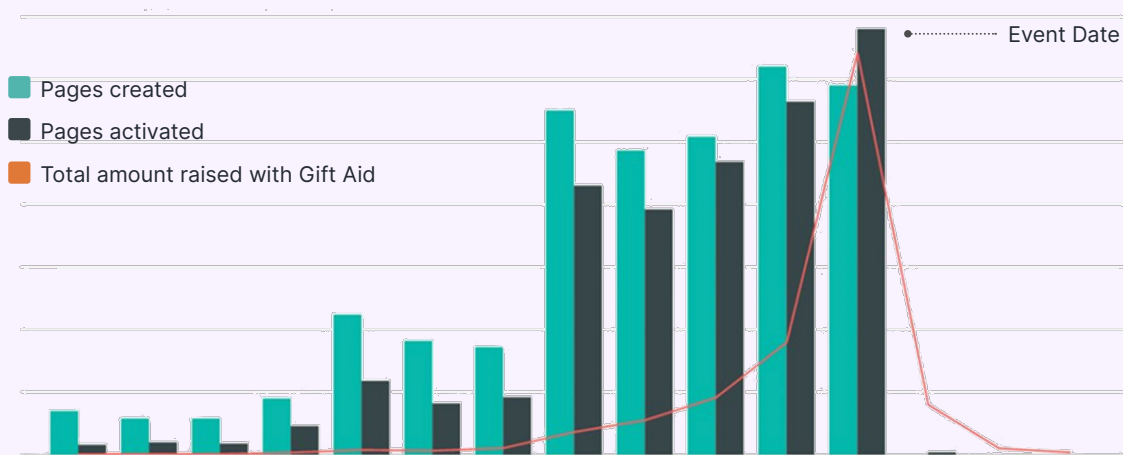
Optimising Your Event Timeline



Let's look at two different charity event timelines: one that is *inefficient* (or unoptimised) and one that is *optimised*. Any ideas about which timeline will help your event be more successful?

Below is an example of a charity event showing an inefficient event timeline.

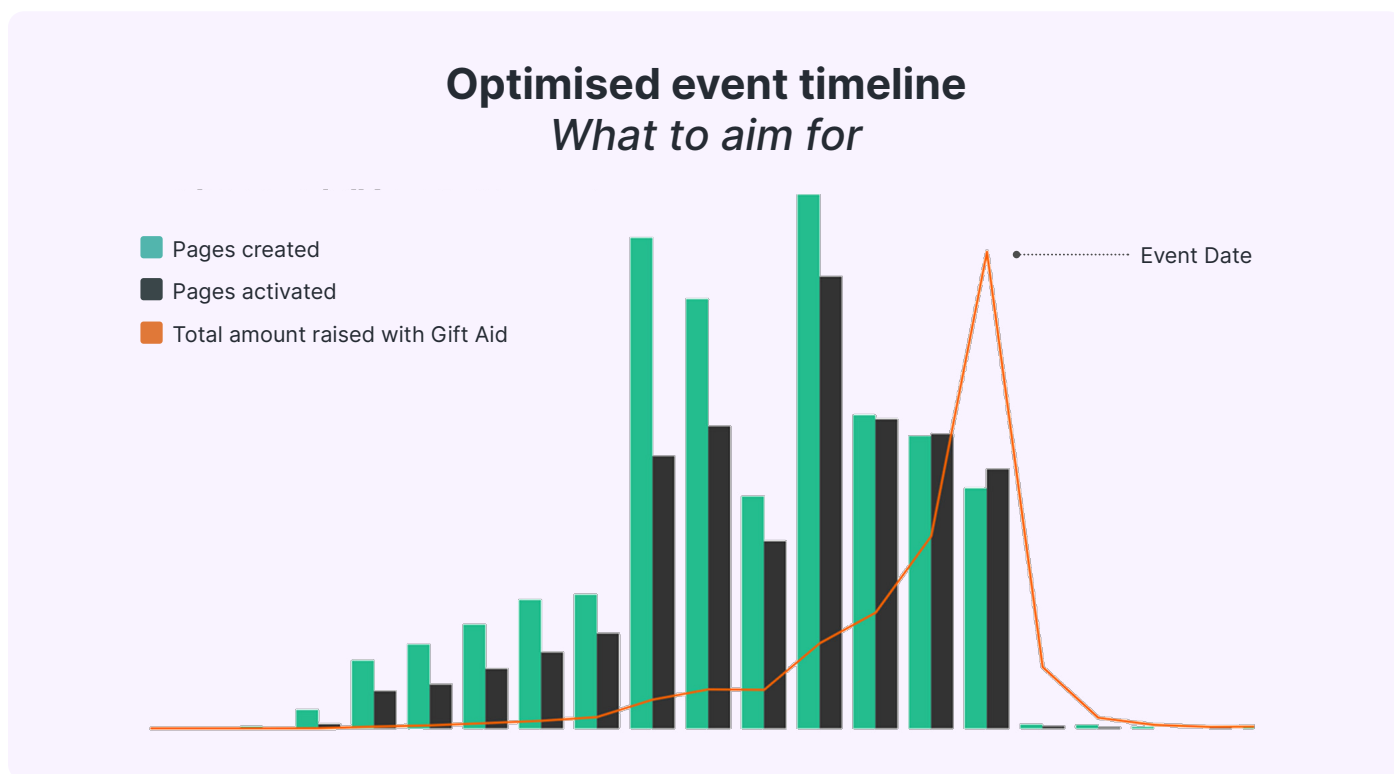
Unoptimised event timeline *What to try to avoid*



What do you notice about the page creation and activation rates compared to the event date? If you guessed something like **'Peak donations are happening very close to, or on the actual day of the event'**, then you'd be right. While this may seem like a good idea at first, there are a few reasons why you should generally avoid this outcome:

- **Risk of not reaching your fundraising goal.** It's not much fun for attendees when a celebration is muddled by questions of, 'But did we actually reach our goal?' Plus, hitting your charity's fundraising targets is always the aim!
- **Risk of poor stewardship.** If some event participants only kick-off their fundraising at a very late stage, your ability to support and steward could be severely limited.
- **Misplaced momentum.** Like the first point, if your donations peak around the date of your event or after, the true impact of your fundraisers' efforts may not resonate but also, you could be faced with a drop in fundraising momentum before fundraisers hit their individual targets (leading to a lower amount raised for the event overall).

So now we know what not to do when creating fundraising pages in the lead-up to an event. If you want to fundraise like the real pros, your event timeline might look more like this optimised example.



Now this is more like it! Notice how **page creation and activation rates climb and peak well in advance of the event date?** With this kind of activity, your event is far more likely to reach its fundraising goal — and then you'll really have something to celebrate on the day of!

How do successful charities achieve this? A big component involves effective communication. Reach out to your key supporters and fundraisers as early as possible to encourage the creation of JustGiving fundraising pages. You might also consider sending regular reminders for those who need an extra nudge in the right direction. A great idea is to celebrate a fundraiser who is ahead of the pack and use them as a shining example for your other fundraisers. Make use of Campaign Page leaderboards (pg. 23) and Reporting (pg. 30) to keep track of your fundraisers' progress.

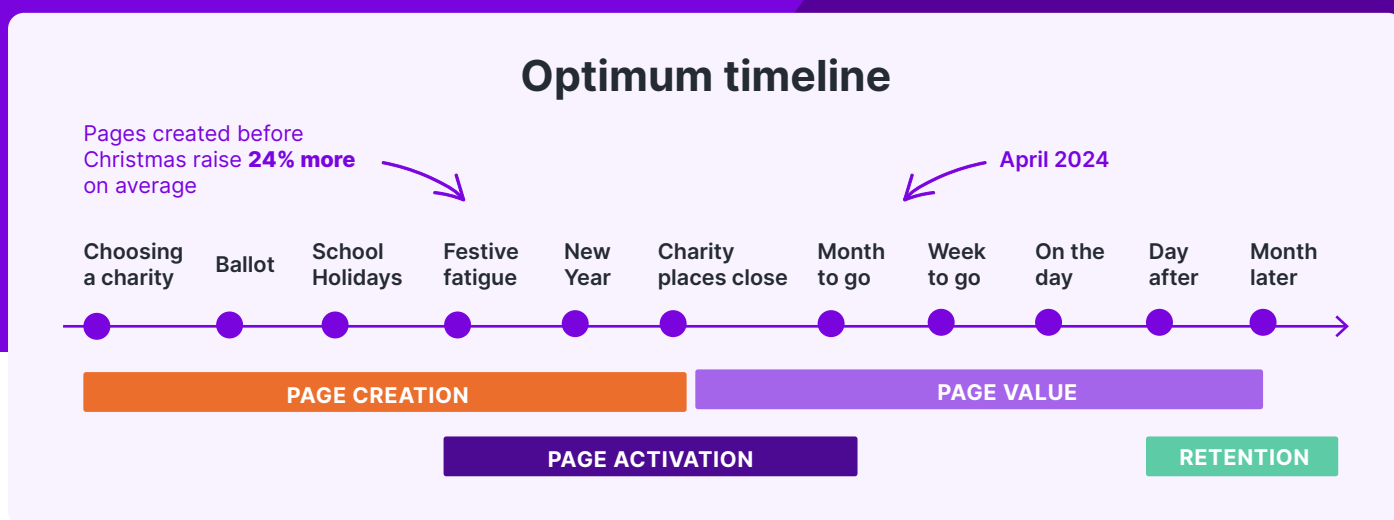
By getting started earlier, encouraging page activation, and keeping in regular communication with fundraisers, a charity that optimises their event timeline will stand a better chance of raising more — and that's always a good thing!

Optimised Timeline Case Study: London Marathon

Running events have long been a popular way for charities to fundraise. And what better example to highlight than the biggest fundraising event of them all?

Regardless of whether your charity has fundraisers taking part in London Marathon, take a look through the example timeline* to consider the important milestones and activities, grouped into the three measures of success (as well as retention) to a different event in your charity's portfolio.

*Important to note that the London Marathon timeline is a bit more of a unique example in that the event timeline involves a couple of extra steps: charity places and the ballot.



Page Creation

When it comes to an event with such high fundraising targets for charities, plus the competition and anticipation of people hoping to get a place in the event, it's important to begin your campaign well in advance of the ballot date.



By spreading awareness of your charity and cause, you're more likely to attract runners to join you – whether they're using their own ballot place or filling one of your charity places.

Some ideas to consider when planning your marketing and communications strategy include:

- Show the need for (and the impact of) donations to your charity.
- Share personal stories from past fundraisers and the impact they've had.
- Celebrate previous runners to show much their fundraising means to you.

Depending on the size and abilities of your team, we recommend using as many different communications channels as possible. These include, but are certainly not limited to:

- **Social media posts.** These are especially helpful for quick announcements, reminders, and community engagement.
- **Videos.** You could share video links via social media, email, and include them on your website and campaign page.
- **Email and newsletters.** If you have an email list (if you don't, get on it!), you can launch your campaign and spread awareness while providing helpful information and next steps for your supporters.

We've included school holidays on the event timeline because you can likely expect fundraising activity to take a slight dip during these periods.

You might find similar downward trends during public holidays and what we call 'festive fatigue' during the later stages of the winter holiday season. These slumps can be mitigated with effective communications as mentioned above, but bear these factors in mind when setting the launch date for your campaign and marketing efforts.

JustGiving has a wealth of tools and features to help springboard your campaign efforts, check out Step-by-Step Event planning (pg. 20).

There is no one-size-fits-all approach here though! If one of the strategies listed above resonates with your audience more than others, lean in and explore ways to leverage that to your advantage.

From Creation to Activation


For London Marathon and other Spring events, the New Year tends to be a wakeup call in a variety of ways. For charities and fundraisers alike, this typically involves a realisation that event day is fast approaching and it's crunch time to ramp up fundraising and training efforts.

Increase your communications and other campaign activity, but bear in mind that other charities and fundraisers are likely thinking and doing the very same thing. This is another reason to plan your timeline well in advance to give you time to adjust as necessary.

It's a good idea to keep tabs on your fundraisers' progress, particularly when it comes to activating their pages. If the date of your event is in three months or less and fundraisers are yet to activate their pages, give them a nudge and see how you can help them get the ball rolling. This is a great opportunity to coach your fundraisers, offer best practice tips, and thank them for their efforts to date.

Check out the Reports section (pg. 30) to see how best to identify inactive fundraisers.





When stewarding your fundraisers, particularly for big challenge events like the London Marathon, make sure you celebrate both their fundraising efforts and their physical training milestones and achievements.

Taking an interest in fundraisers' progress and building a relationship with your supporters often results in increased motivation and momentum!

From page activation to page value

The final few weeks before a fundraising event is a very busy time. If you and your team are managing the event, there will be so much to do. As you deal with last-minute requests and tasks, remember to take time to support your fundraisers in the final days and hours ahead of the event.


As always, the fundraising call-to-action can be coupled with a celebration of your fundraisers' energy, commitment, and milestones — all with an aim to help them get over the real and proverbial finish line.



The Big Day

Whether it's taken weeks or months to get to this point, the big day is finally here!

If you've followed some of the steps outlined in this guide, then you know that a large chunk of the work has already been done. Whether you're at the event in person or not, today is about celebrating your fundraisers, cheering them on, thanking them, and reminding yourself and others about the why of the whole thing.



Take some time to review your communications journey and stewardship for one (or all!) of your key events coming up in 2024. Check that the three page-related metrics (as well as retention) are key elements in your plans.

Can you distinguish which of the three key metrics you will focus on, and at what stage of the planning process?

Consider the JustGiving timeline for the 2024 London Marathon (pg. 11) and apply a similar strategy to your own event(s).

Post-event and retention

In its broadest sense, 'stewardship' is how your charity communicates and engages with your supporters to ensure they have the best possible experience.



What does this mean when it comes to event fundraising?

For starters, it means that the work doesn't end once the event is over! Of course, you should take some time after the big day to reflect, refocus, and reenergise. Looking ahead, it's important to maintain momentum for the next event or in making the second ask, whatever that may be.

Some helpful post-event stewardship tips include:

- **Send personalised thank-you messages.** Whether these are letters sent by post, a phone call, or via email, take time to thank your fundraisers, key supporters, and other stakeholders. The personal touch can go a long way to developing and maintaining positive relationships over the long term.
- **Have something to say.** Supporters usually appreciate thoughtful updates where there is some real news to digest. If you have specific stories and fundraising figures to share, these can help fundraisers and supporters feel that their efforts were truly worth it.
- **Be strategic with your donation requests.** If you've just come off a big fundraising event with some generous donation figures, now may not be the best time to email your supporters and ask for more. Immediately following an event, we recommend thanking each fundraiser and supporter for their personal contributions of time, money, or expertise. You can then approach this warm audience when it comes to making another ask of them in future.
- **Ask for feedback.** There is always more we can learn about our approach to fundraising. It's best to send feedback requests after a few days following the event so that people have time to mull over their experience. To help with data collection and analysis, you might create a series of questions for respondents to answer. We also recommend including a section where respondents can write their feedback in a free-form way.

We have more thoughts to share on stewardship later in the Guide. In the meantime, the following Inspiration section highlights some success stories and lessons learned from other charities like yours.



Section Three

Inspiration

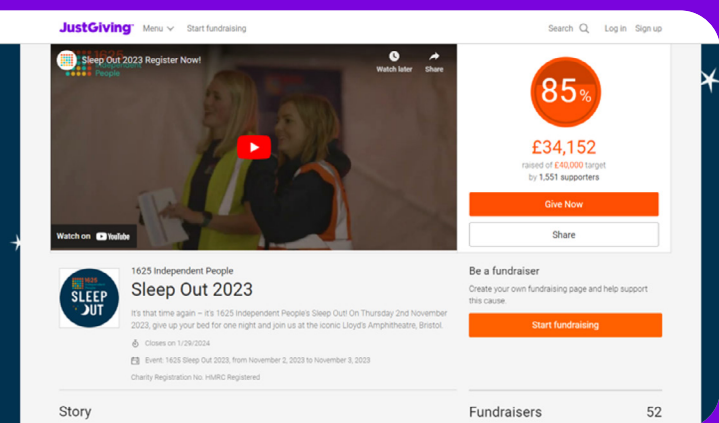
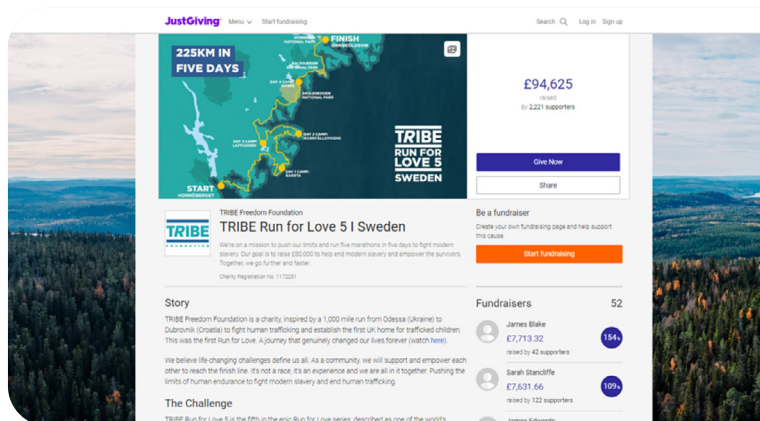
Charity Case Studies

We'll share the practical steps to successful event fundraising and using Campaign Pages starting from page 23. But first, if you're looking to think up your own charity event, here are some examples from other charities to inspire your next steps.

Looking for inspiration instead for larger multi-charity events (organised by third parties)? Check out these tips from [Alzheimer's Research UK](#) and [Prostate Cancer Research](#) on stewarding fundraisers and creating event success in the London Marathon.

Keep It Clean

[TRIBE Freedom Foundation](#) perfectly demonstrate the power of a clean, to-the-point campaign page. It's easy to digest and includes a clear call-to-action encouraging donations. The charity makes great use of the campaign page cover photo to include some branded graphics that offer visitors a quick grasp of what the event is all about.

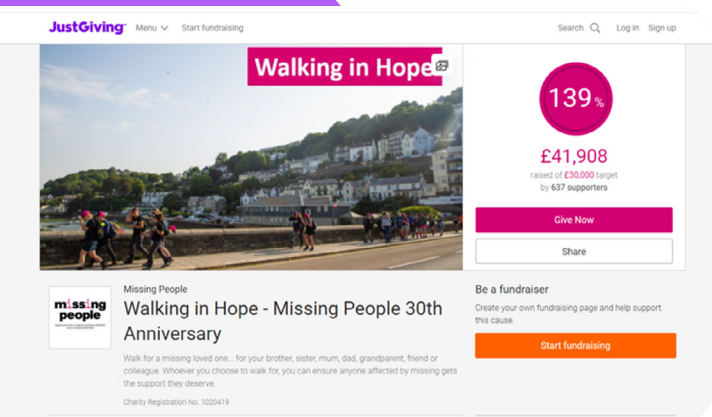
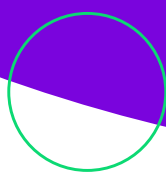
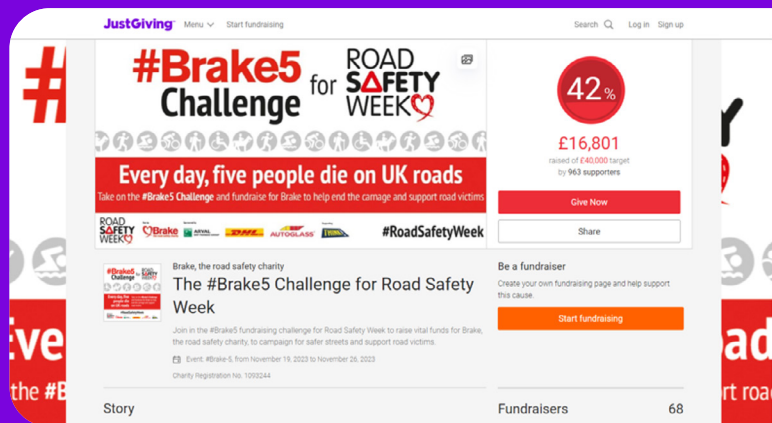


Connecting Cause and Event

Last year, [1625 Independent People](#) chose a fundraising target of £40,000 to celebrate their 40th anniversary. Sometimes the simplest connection between your cause and your chosen event (such as '40 for 40') can make a powerful connection.

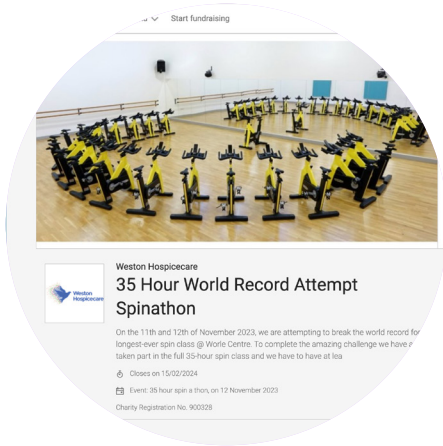
1625 created a promotional video as their cover image, which is a brilliant strategy for catching people's attention and establishing an immediate emotional connection.

There are more ways to connect your fundraising event with your charity's broader purpose. [Brake, the Road Safety Charity](#) centred its fundraising challenge around the number five (5) as this is the number of people who die in road accidents every week in the United Kingdom. A powerful stat like this can really make people pause, reflect, and decide to take part.



[Missing People](#) organised a 30th anniversary 'walk of hope' with a goal of raising £30,000 and engaging with 30 families who have a deep connection with the charity's work.

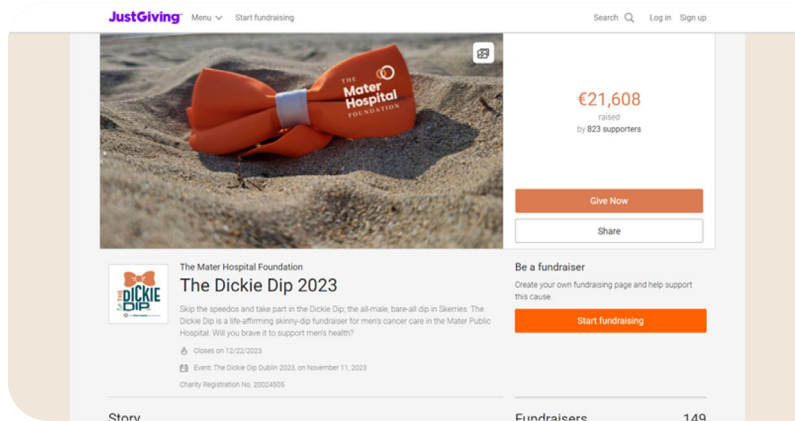
The Story section of Missing People's page is a powerful example of how a well-told story can spark a successful fundraising campaign.



Quirky and Unique Examples

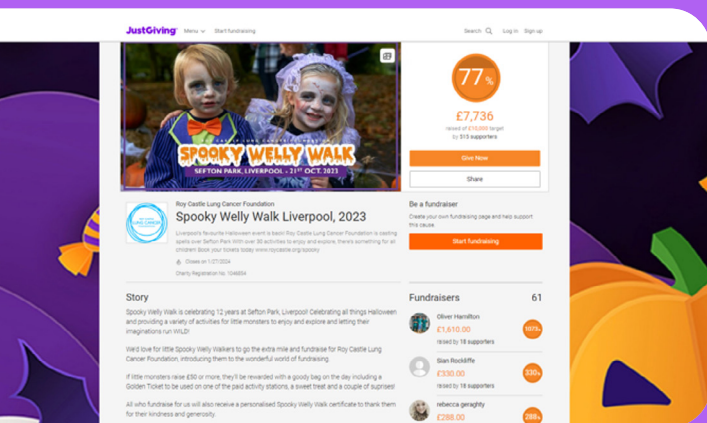
Sometimes it's good to think outside the box, like the case of [Weston Hospicecare](#). Hopping on the spin class craze of the last few years, the charity made a world record attempt at cycling for 35 hours straight!

You'll probably want a shower after your 35-hour spin challenge, but what about a plunge in the ocean in November? This chilly event from [The Mater Hospital Foundation](#) is all about raising crucial funds for men's cancer care.



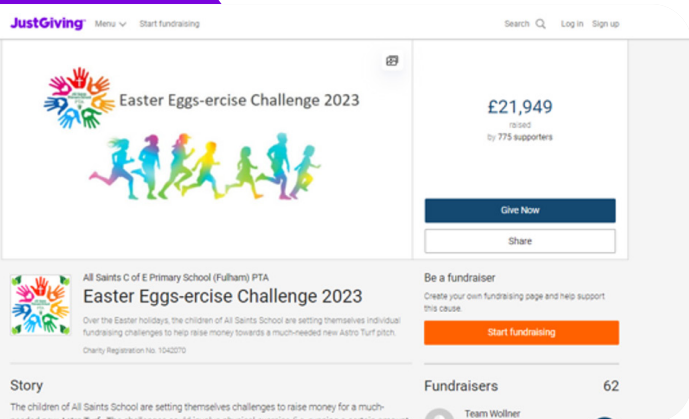
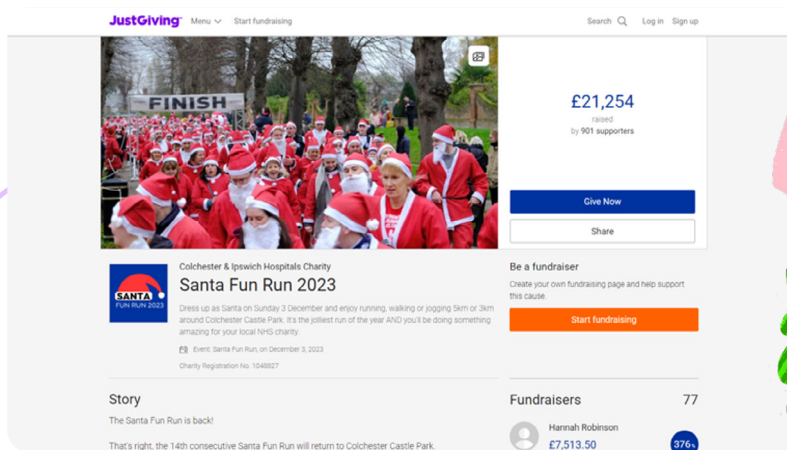
Seasonal Fundraising

Autumn is the time for all things pumpkin-related, and [Pendleside Hospice](#) really played on that theme with their Pumpkin Trail campaign. They invited families to take part in a 5-K 'pumpkin run' filled with clues to find lots of Halloween treats. Following the run, families enjoyed a picnic in the nearby park with lots of autumn-themed entertainment and activities for all to enjoy.



We're pretty sure the idea of a 'spooky welly walk' was enough to get the attention of parents and children around Halloween, but [Roy Castle Lung Cancer Foundation](#) also made use of fundraising prizes and a personal story to encourage fundraisers to get involved.

Festive fun-runs are always a popular event choice, especially around the winter holidays. With varying distances on offer for people to run, jog or walk, [Colchester and Ipswich Hospitals Charity's challenge](#) was open to as many people as possible. Encouraging runners to dress up in their best Santa Claus attire brought an extra level of fun to the event, especially when the charity's social media started buzzing with people sharing snaps of themselves wearing their jolly red best.



[All Saints C of E Primary School \(Fulham\) PTA](#) encouraged students to take on a challenge over the Easter break to raise funds for new school facilities. The call-to-action was broad enough that students and their families could incorporate their challenges and fundraising efforts into their holiday plans.



Want to talk through how to make your event a success?

[Book a call with our Success Team.](#)



Section Four

Step-by-step Event Planning

Whether this is your first time organising a fundraising event or if you're a seasoned pro, we've compiled some handy planning tips for you. You can employ these strategies whether the event is your own or being run by a third party.



List your event on JustGiving

Listing your event on JustGiving is a critical first step. This makes it easier for you to promote the event to your supporters and once listed, you can also track how much has been raised for a specific event in your reports.

List Your Own Event

1. [Log in](#) to your charity account.
2. Click on the **Events & Widgets** tab and select **Add an event**.
3. Add the requested details about your event and click **Continue**.
4. Add the details of the person who is managing the event at your charity and their email address.
5. Click **Submit event**.

After completing these steps, you'll receive an email letting you know we've received your request. We'll reach out within 48 hours to confirm your event has been listed on JustGiving.

Public Events

If an event is public (in other words, organised by a third party), chances are it's already listed on JustGiving. To add it to the list of your promoted events (for fundraisers to find when creating their page), follow the steps below:

1. [Log in](#) to your charity account.
2. Click on the **Events & Widgets** tab and select **Add an event**.
3. Enter the name and date of the event and wait for a few seconds, the event should then appear on the right-hand side.
4. Click **Continue** with this event and add in the details of the person at the charity who is responsible for the event.
5. Click **Submit Event**.

After completing these steps, you'll receive an email letting you know we've received your request. We'll reach out within 48 hours to confirm your event has been listed on JustGiving.



After Listing

We'll come on to promoting your event if it's connected to a Campaign Page (recommended if you have a handful of, or more, fundraisers taking part). If you choose not to use a Campaign, read our [FAQs](#) on how to promote your event.

Create a Campaign Page

Think of a Campaign Page as the online hub for your fundraising event. It includes all the critical who-what-when-where-why-how information that your fundraisers and supporters need to know.

The Campaign Page is an opportunity for you to tell stories: about your charity, the people and causes you help, and the event itself. Also (and here's a really important bit), the Campaign Page is where you can collect donations and connect fundraising pages for the event!

When setting up your event Campaign Page, refer to the following step-by-step process:

1. [Log into](#) your JustGiving charity account.
2. Navigate to the Campaign tab.
3. Name your Campaign Page (e.g. 'Fun Run 2024').
4. Follow the [set-up steps](#). You can leave your Campaign in 'Draft mode' if you need to come back to it and make extra tweaks before publishing it.
5. Once live, you can use [deep links](#) and [QR codes](#) to connect fundraisers to the campaign and start collecting donations.
6. You can [edit your campaign](#) at any time.

Campaign Pages are the perfect tool to create a sense of community amongst your fundraisers - as well as add a bit of healthy competition thanks to the fundraising page leaderboard. [Here's some more benefits to make the most of.](#)



Some charities like to provide regular updates about changes on the leaderboard to motivate fundraisers, incentivise their efforts with prizes or accolades, and add some fun to the hard work of fundraising.



Link your event and Campaign Page

Listing your event on JustGiving makes it easier for you to promote it to your supporters and encourage them to fundraise online. You can also track how much has been raised for a specific event in your reports (pg. 30).

For best results, we recommend linking your events with your Campaign Pages. There are two methods to achieve this.

The best method is to link to your event during Campaign Page creation.

To do this:

1. List your event first (pg. 21-22 for the step-by-step process).
2. Wait for the event to be approved by the JustGiving team (see important info below).
3. Create your Campaign Page. You will see an option to link a listed event to your page.

The second method is to link an event to your Campaign Page after creation. To do this:

1. Navigate to your Campaign Page and click Edit.
2. In the Campaign Overview section, choose to link to an existing event.

Select Yes when asked 'Is there a specific event associated with your Campaign?' and search for the event name.

Event details

Is there a specific event associated with your Campaign?

Yes

No

Link your Campaign to an existing open event e.g. Great North Run, Boston Marathon or one of your charity's organised events

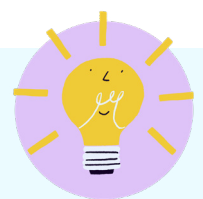
Search for an event



Can't find an existing event? [Create a new event](#) for your charity or [find out more](#) about event creation.

Important!

- Once an event has been linked to a Campaign Page it cannot be removed.
- Only fundraising pages linked to that event can be connected to the Page.
- If there is an event which offers participants different distance options, we suggest not to link it to a Campaign Page as fundraising pages not linked to that *exact* event will not be able to be part of the Campaign.
- It may take up to 24 hours for your event and Campaign Page to be linked.



Optimise your Campaign Pages

Campaign Pages include a range of functions and tools to help you spread the word, bring people together, and help your fundraisers make a real impact. Here are some simple strategies you can employ to make your campaign really stand out.



Personalise your page background

Put your charity or event branding and colours front and centre and make the page an extension of your brand and personality. Internal JustGiving data shows that even the simple step of adding a background colour to a campaign page can significantly increase your page value. You might also consider adding:

Background Photos

You don't need to necessarily create any new content here. You can use existing assets from your website, social media, or even use your campaign header photo. For best results, use a version of the campaign header photo that doesn't have any text. Preview the campaign to make sure the photo isn't too blurry and doesn't distract from the rest of your messaging.

Background Hexes

You can set the background colour by using a hex code. If you don't know the hex code for the colour you want, Google is here to help. Search 'Hex Code', find a website that can help, and choose any colour you desire.



Storytelling

Effective storytelling can have a huge impact for your event. By crafting a narrative around your cause, your fundraisers, and the personal stories of people you want to support, you can raise awareness and emotional connections to your fundraising efforts. [Here's some more inspiring examples of great storytelling.](#)

Top Tip from our JustGiving expert:

“When it comes to event fundraising, crafting compelling stories is the key to connecting supporters to your cause.


Talk about the challenges your beneficiaries are facing. Share the specific impact event participants will make by getting involved (E.g. every £25 raised will help us feed one family). Tell them the difference your charity’s made through fundraising in the past. And remind them that the reason you have such incredible stories to tell is because of people like them!





Brian Isaac
Content and Social Media Coordinator


Story Tools – Campaign Pages have several Story Tools you can employ to add that personal touch to your fundraising event. Here are a few tips when crafting your story:



 **Increase text size where appropriate by using the T symbol.** Note: This doesn’t have to be just for headers; it can also be used to highlight important information such as key dates or event details.

 **Include quotes from relevant stakeholders.** Messages from fundraisers and beneficiaries can be a great way to inspire empathy. After all, these events are about helping other people and causes in very personal ways.

 **Add links.** You might point visitors to your charity’s website, social media, or any URLs that are relevant to your event.

 **Add photos.** We all know a picture can say a thousand words. Add depth and colour to your story by including photos on your page. These could be showing the work your charity does, or if it’s a repeat event, share some snaps from last year to give new supporters a sense of what they can expect on event day.



Include infographics and illustrations. Create some visual material to help communicate ideas and info in a more interesting way. Ideas include:

- Charts that highlight last year's achievements, such as lives touched or successful projects
- Graphics or 'shopping lists' that outline how potential donations could impact current initiatives
- Event illustration that outlines key event details, the map of a running event, etc.



Produce a video. One of the most effective ways to engage visitors and share information is by sharing a video on your Campaign Page. It's never been easier to grab your phone, put on your director's hat, and make your own cinematic masterpiece. This could be informative, comedic, or really tug at people's heart strings. Whatever video you make, ensure that it fits the overall feeling that you want people to have when they take part in your event.



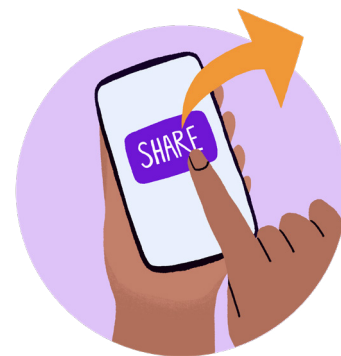
The charity Cancer Fund for Children maximised their use of their Campaign Page tools and storytelling for their [Bog Run 2023 event](#). It only takes a little extra time but makes the world of difference to the impact of your campaign.

The screenshot shows a campaign page for 'The Bog Run 2023' on the JustGiving platform. The main banner features a man in a yellow shirt standing in a bog, with the text 'THE BOG RUN 15TH OCT. 2023'. Below the banner, there is a progress bar showing that £47,224 has been raised by 2,247 supporters. A 'Give Now' button is visible. The page also includes a 'Share' button and a 'Be a fundraiser' section with a 'Visit the charity's profile' button. The event details section states: 'The Bog Run is back on Sunday 15th October 2023 & this year we have a new junior course on offer! The muddiest 5k around is getting bigger & boggier, & every pound raised will help Cancer Fund for Children ensure no child has to face cancer alone.' It also mentions the event is closed on 31/12/2023 and provides the charity registration number 100582.



Promote Your Campaign

Once your campaign has been created and published, it's time to get sharing! Your campaign URL should look something like this: www.justgiving.com/campaign/yourcampaignname



You can add this link to your website, email communications, social media platforms — anywhere your supporters might see it.

There are also some additional tools you can use to make sharing more effective.

Campaign Deep Links

The more times a visitor must click around on a website, the less likely they are to take that final preferred action (such as make a donation or set-up a fundraising page). Deep links can help mitigate this by reducing the amount of steps a visitor must take. Using deep links outside of JustGiving is ideally matched with a clear call-to-action like 'Make a donation now' or 'Sign-up today'.

To locate (or create) deep links for your Campaign Page:

- Navigate to the **Campaigns tab** in your account.
- Click **View existing campaigns**.
- Click the **Actions** menu.
- Choose **Page Creation Link** or **Donate Link**.

What's the difference between [Fundraising Links](#) and [Donate Links](#), you may ask?

Fundraising Links

Fundraising Links are typically used for fundraisers. This link type ensures all fundraising pages are connected to the overall campaign and make it faster for fundraisers to set up their own page. Include this link in your welcome email, in fundraising packs, or on social media if the event is open to all.

Aim to send your link out straight after a fundraiser has signed up to the event, strike whilst they are super excited to be taking part in the event and keen to get cracking with fundraising.

Donate Links

Bring supporters right to the donation section of your Campaign Page. This helps increase conversion rates (the number of people who donate versus the number of people who simply visit your page) and could also increase the average donation amount.

QR codes

You see them everywhere now, but have you ever tried to make your own QR code? It's actually very easy and is an excellent way to expand your campaign's reach. To create your [Campaign Page QR code](#) you have two options:

- Add /qrcode to your campaign URL, and then right click 'Save image as' to use the QR code.

OR

- Go to your Campaigns tab, click on View existing Campaigns, select More, then QR Code, and lastly click 'Save image as' to use the QR code.

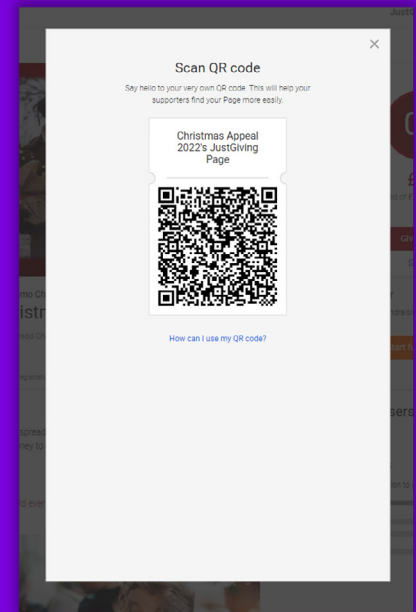
Here are some places you could embed your QR code:

Digital:

- Website
- Email Communications
- Social Media

Print:

- Posters, Brochures, and Leaflets
- Direct Mail
- Collection Tins



People can donate directly to the overall campaign page rather than just to individual fundraisers.

Get your network rallying behind the fundraisers taking part in the event. Create a sense of community by [naming the team](#) and encourage people to donate to the Campaign to show support for the team as a whole, and help you reach your overall event fundraising target.

Reporting for your Events

Reports can be found in your charity account under the [Reports](#) tab; if you are a Start Plan charity then you can still fundraise without this data but as your fundraising picks up, you might want to consider upgrading. You can use reports to better steward your fundraisers, see any correlation between marketing and fundraising activity, and understand the aspects of your event that work best, and those that don't! There are [three types of reports](#) available in your JustGiving account:

Payment Reports

Your Payment Report gives you a detailed breakdown of the donations paid to your organisation, including Gift Aid if you're in the UK.

Fundraising Page Reports

Your Fundraising Page Report shows you all the information about the Fundraising Pages connected to your charity. This includes the fundraiser's contact details and how much they've raised. There are three types of Fundraising Page Reports:

- Pages created – so you can identify new fundraisers and contact them
- Pages expiring – so you know when to thank your fundraisers
- Pages with an event date – so you can see all the pages created for specific events and the total raised for the event

Donation Reports

Your Donation Report shows you all the information you need to know about donations made to your charity on JustGiving. These could be donations made through Fundraising Pages or directly to your organisation. They also include contact details of donors that have opted in to receive communications from you. You can download a donation report for a week, a month or a custom period of time.





Section Five

Best Practice Tips

Best Practices

Reach new audiences

Top Tip from our JustGiving Expert:

“To maximise your reach, use a combination of online and offline marketing channels. You don’t need a big budget, the best results come from planning consistent, targeted and on-brand outputs.

Reach out to your own audience first, they’re your biggest supporters. You can retarget your top supporters on social media by creating a list and uploading it to the platform with specific messaging. Then be targeted, create a look-a-like list from your top fundraisers, think about the event demographics and region and home in on those, or the event type and target people most likely to take part.

You can also use your own audience as advocates, and nano-influencers by introducing competitions or incentives to get them sharing on social which will help you get more coverage”.



Lucy Hill
B2C Growth Marketing Manager

Find your inactive fundraisers

Use your Fundraising Page reports to find the fundraisers taking part in your event who have received 0 donations so far. You can encourage them to share their Fundraising Page ([shared pages](#) have a 96% activation rate!) and self-donate to kickstart their fundraising. Here’s some [Essential Tips](#) that help with activation rates.



Engage with Fundraisers Early and Often

Fundraisers love to hear from the charities they support. Whether you are working with veteran fundraisers, newbies, or (in most cases) a combination of both, it's always a good idea to establish open communication with them. If your fundraisers are happy and supported, they will be even more motivated to put in the hard work to help make your fundraising event a big success.

JustGiving has several resources that you can share with your fundraisers, including:

- [Top 10 Fundraising Tips](#)
- [Fundraising Page Checklist](#)
- [Sharing Your Page on Social Media](#)



Top Tip from our JustGiving Expert:

Supporting your fundraisers online is a great way to give them that extra push towards the finish line.

** Your fundraisers will be eagerly sharing their journey online – all the way from training to event day. Make sure to like and comment on your fundraisers' content. Wish them good luck and cheer them on virtually, so they feel supported throughout their fundraising journey.*

** Countdown to event day by sharing the stories of those taking part for your cause – this keeps the event at the forefront of your followers' minds, whilst giving your fundraisers that extra bit of support. Be sure to tag the relevant accounts of the event itself and use the appropriate hashtags!*

** Be there in person if you can! Nothing beats cheering on your supporters from the sidelines. It's a great opportunity to show up for your fundraisers, and film some great content. Take plenty of photos and videos for your socials – you could even interview some of your fundraisers! You can also repurpose the content when encouraging others to sign up the following year.*



Becky Firth
Community Manager

Thank Your Fundraisers and Donors

Everyone likes to feel appreciated, and that couldn't be truer when it comes to fundraising. If you take the time to thank fundraisers and donors, you will be well on your way to building strong relationships between your charity and some potentially lifelong supporters.

Refer to your Fundraising Page Reports to find your supporters' contact details so you can reach out to them with personalised messages. Some of our charity partners thank their supporters with personal phone calls, text messages, recorded video messages, gift certificates, and private celebration events. When it comes to stewardship, you can be as creative as you like!

Your Event Campaign Checklist

Wherever you are in your campaign planning, you can use this campaign checklist to ensure you have all the basics covered.



- List your event on JustGiving before creating your campaign
- Connect your campaign to the approved event
- Enable fundraising pages to be connected to the campaign
- Use your campaign tools to tell your story and make the most impact
- Set a fundraising target
- Share your campaign Fundraising Link to encourage your fundraisers to create their pages as early as possible
- Share some JustGiving fundraising tips with your fundraisers to help them get started
- If your event is open to all, make sure to share it far and wide via digital and print, and use your campaign page QR code



Section Six

Helpful Features and Integrations

Take your fundraising event to the next level with these game-changing JustGiving features and integrations.

Team Pages

There's power in uniting people, especially for a great cause. When people fundraise as a group, they become more confident, feel supported, and raise more money.

[Team Pages](#) allow individual fundraisers to link their fundraising pages together and raise money toward a shared goal. Your fundraisers get all the same amazing benefits on JustGiving – simple setup, customisation, 0% platform fees, plus everything they need to connect and collaborate for more impact.

Did you know that JustGiving's Team Pages help fundraisers raise up to 36% more donations on average? Let your fundraisers know!

GivePanel Integration

GivePanel's JustGiving integration enables you to seamlessly connect Facebook fundraiser challenges to our trusted fundraising platform.

GivePanel research shows that many Facebook challenge participants prefer having the option to fundraise on JustGiving. [With GivePanel's one-click JustGiving experience](#), your supporters now have the option to create a page and start raising money for you directly from Facebook.



Runna Partnership

We've teamed up with the good folks at [Runna](#) to help charities and fundraisers who participate in the many running events across the UK. Runna helps fundraisers with training by connecting them with expert coaches who provide personalised training plans and nutrition tips. Whether your charity is taking part in the London Marathon or organising your own 5K fun run, Runna is here to help your fundraisers cross the finish line in great form.

Fitness App Integrations

Fitness apps have seen massive increases in usership in recent years, especially since the COVID-19 pandemic. And the good news is that [fitness apps can help your fundraisers raise more](#).

And it makes sense, right? Fitness apps are all about tracking and showing progress. As a supporter, you might be less likely to donate to a fundraiser if you can see they aren't putting in the work. By sharing their progress with their network, a fundraiser can truly demonstrate their commitment to their challenge.

To date, your fundraisers can leverage the popular fitness apps [Strava](#) and [Fitbit](#).





Section Seven

JustGiving Support and Initiatives

Whatever your fundraising needs may be, we've compiled a list of resources to help you.

Customer Success Team

Our amazing Customer Success team is always on hand to help your charity achieve your fundraising goals.

Whether it's helping you make the most of the tools in your account, or chatting through your event and campaign plan, they're with you every step of the way. They pride themselves on helping charities raise the funds they need to continue their life-changing work.

- [Book a call with the Success Team](#)
- Email: success@justgiving.com

Customer Support Team

JustGiving's Support Team is available to help with any day-to-day issues you might be having with your account or answer any questions you have. You can also live chat with them for an even quicker response.

- Email: charities@justgiving.com
- [Charity FAQs](#)
- [Live Chat using the 'Help Bubble'](#)

Webinars, Blogs, and Resources

- [The Webinar Hub](#)

Some suggested webinars to watch/listen to:

- [London Marathon 2024: Tips for Success from Prostate Cancer Research](#)
- [The Latest Event and Giving Trends](#)
- [JustGiving x GivePanel: Fundraising on Facebook, Instagram & TikTok](#)
- [London Marathon 2024: Tips from Alzheimer's Research UK](#)

Charity Blog

Some of our most popular recent blog posts include:

- [The best resources for charities \(so far\) in 2024](#)
- [Event Fundraising Success with Prostate Cancer Research UK](#)
- [Fundraising lessons from 10 years of Dry January](#)
- [16+ Inspiring Ways Alzheimer's Research UK Raised £1.2 Million in London Marathon](#)
- [London Marathon 2024 Hub](#)
- [Great North Run 2024 Hub](#)