

Setting up your JustGiving page for Pilgrims Hospices

We always encourage our wonderful, generous and brave supporters to set up a JustGiving page to accept online donations. Not only is it a great way to reach those friends, family and colleagues that you don't see on a daily basis, its quick and secure and cuts out the hassle of handling lots of cash and cheques as the money is forwarded to Pilgrims automatically!

Getting started:

- **Visit www.justgiving.com** and click 'start fundraising' in the centre of the page.
- You will now be asked 'what are you raising money for?' You have chosen to raise funds for Pilgrims Hospices with your upcoming challenge, so please click 'a charity'.
- At this point you will be asked to either **log in** with an existing account, or if you're new to JustGiving please sign up and create an account; this will only take a few moments to complete.
- Once you've signed in or registered you will be asked to **select the cause** you want to support. In the search bar at the top please enter '**Pilgrims Hospices in East Kent**' and click 'search'. Pilgrims Hospices will come up at the top of the list, please click 'select' in the blue box alongside Pilgrims Hospices.
- You will now be asked '**what are you doing?**' If you're taking on an official event, such as London Big Half, London Marathon, Prudential Ride London or a Pilgrims Hospices event i.e. Cycle Challenge you can click on '**organised event**' and it will list all of Pilgrims Hospices upcoming events, or you can search for an event in the top search bar and it will bring up a list of events. Please click 'select' in the blue box alongside your chosen event. If you're taking part in your own organised event or a Pilgrims Hospices skydive, trek etc. you can select '**personal challenge**' where JustGiving will then ask you to fill in the details of your event and answer some questions about your fundraising. Once you answered all of the questions, please click 'create your page'.
- **Your page is now set up!** This is now your opportunity to personalise your page. We recommend adding your own picture, giving yourself a fundraising target and adding a personal story telling your supporters why you've chosen to support Pilgrims.

Ashford

Hythe Road, Willesborough,
Ashford, Kent TN24 ONE

Call: 01233 504100

Canterbury

56 London Road, Canterbury,
Kent CT2 8JA

Call: 01227 459700/812612

Thanet

Ramsgate Road,
Margate, Kent CT9 4AD

Call: 01843 233920

Personalise your page:

- Clicking on **'personalise'** at the top of the page will allow you to change your page headline, your challenge and to briefly say why you're doing your challenge.
- At the top right of the page is where you can enter your **'fundraising goal'**. If you're taking part in a Pilgrims Hospices challenge, like a skydive, you may have pledged to raise a minimum sponsorship amount, but you can set your personal target higher than this. You may choose to set your sights on raising enough to pay for a certain amount of hours of nursing care for example.

£10 could pay for a patient's meals for the day

£20 could pay for an hour of nursing care

£35 could pay for complementary therapies to sooth patient's anxieties

£100 could pay for therapy sessions to help a child cope with the loss of a loved one

- On the top left of the page you can **edit your picture**. You can have this as yourself, the person you're fundraising in memory of or something that is personal to you and your fundraising.
- Invite your supporters into your fundraising challenge by **telling your fundraising story**. This is where you have the space to tell your supporters what's inspired you to take on a challenge for local hospice care. Alternatively, you can use this space to share a bit more about Pilgrims Hospices; please find below a paragraph about the work of Pilgrims.

"Pilgrims provide specialist care to patients and families across east Kent. Their vision is of a community where people with a life-limiting illness are supported and empowered, together with their family and friends, to live well in mind and body, and make the most of the time they have.

Pilgrims have proudly provided skilled and compassionate care, completely free of charge, to the community of east Kent for over thirty five years.

Approximately 30% of people who die in east Kent are cared for by Pilgrims. They are now caring for more than 2,400 people each year - a figure that is set to climb in the years ahead as people live longer and with more complex conditions. This care is given in their three inpatient units in Canterbury, Thanet and Ashford, their therapy centres or in patients' own homes. They also provide a 24/7 telephone support service to patients and carers and offer bereavement support."

- Once you're happy with your page, click **'save and continue'** in the top right hand corner of the webpage.

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Update your supporters:

- Engaging with your donors on JustGiving is a great way to bring them on the journey with you, whether this is with training updates, pictures or saying thank you regularly.
- If you click '**edit your page**' at the top left of the webpage you can work on the behind the scenes section of your JustGiving page. Under the '**edit and personalise your page**' section you can add photos to your gallery, and write updates on our page.
- You can also '**personalise your thank you message**'. When friends and family donate to your page they will receive a small thank you message from you for. You can personalise this to your own fundraising story, perhaps telling them the difference their donation could make. The more personal you make the message, the more engaged your supporters will be with your fundraising.

Handling your donations:

- The amazing thing with JustGiving is that all of your **online donations** are sent directly to Pilgrims Hospices on a regular basis, meaning that you don't have to handle any cash or cheques.
- Friends and family may still want to donate to your fundraising in person this can be with cash, or you may host a fundraising event where you collect donations. These are called **offline donations** and you can add these to your JustGiving page in two ways. You can either make an online donation yourself, or you can send the money directly to Pilgrims Hospices and then add the donation to your page as offline donations. On the right-hand side of the 'edit your page' area you'll see a section call 'donations made to your page' where you can edit the 'raised offline' amount. If you click on the 'edit' button it will make these sections editable, you can then type in the amount you have raised offline and have sent into Pilgrims. This will then mean that your JustGiving page is showing your full fundraising total.

Spread the word:

- Once you're happy with how your JustGiving page is looking, simply press 'share' at the top of the page and **you're ready to shout about your amazing challenge to friends and family!**
- JustGiving will give you an **individual URL** and this is what you can send to friends and family and share on social media to direct people to your JustGiving page.
- You can share your JustGiving page on your social media page by simply copying your individual URL and pasting it into your Facebook post, you will then see it appear.

Best of luck with your fundraising! Thank you for supporting Pilgrims Hospices.

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