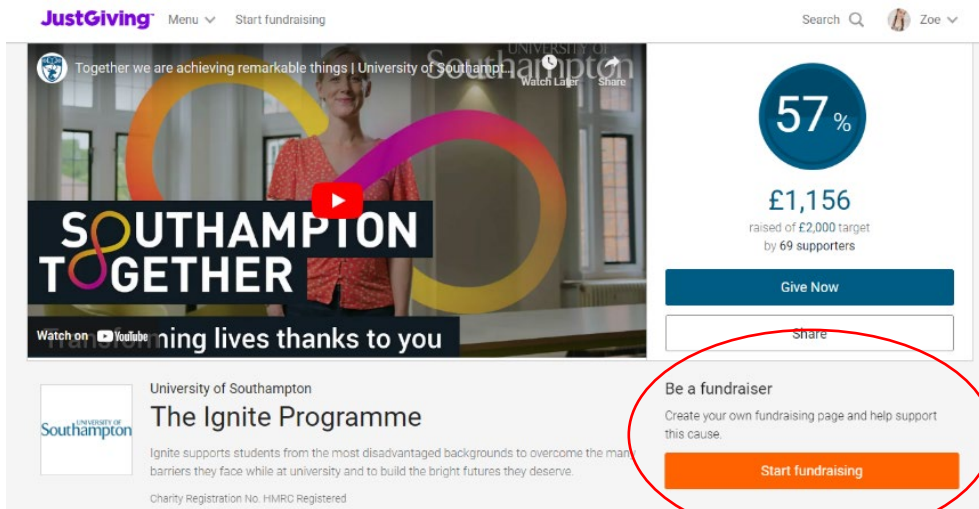


## How to set up a Just Giving Page

1. Create a JustGiving account by following this link:  
<https://www.justgiving.com/sso/signup>
2. Next, choose one of our causes to fundraise for and click on the corresponding link below. You can currently fundraise for:
  - Cancer Immunology Fund:  
<https://www.justgiving.com/campaign/cancerimmunology>
  - Ignite Programme: <https://www.justgiving.com/campaign/ignite>

Then click on the orange “start fundraising” button, circled below, to begin creating your fundraising page.



The screenshot shows the JustGiving interface for the University of Southampton Ignite Programme. The main banner features a woman and the text "SOUTHAMPTON TOGETHER" and "igniting lives thanks to you". On the right, a progress indicator shows 57% (£1,156 raised of £2,000 target by 69 supporters) with a "Give Now" button. Below this, a "Share" button is visible. In the "Be a fundraiser" section, the text "Create your own fundraising page and help support this cause." is followed by an orange "Start fundraising" button, which is circled in red.

3. The next page will ask if you're fundraising in memory of someone. Click the option that is most appropriate for you.

---

Are you fundraising in memory of someone?

Yes

No

Back

Next

4. The next page will then ask you to pick an option that best describes what you are doing as a fundraiser. Please pick the option that best suits you and continue to fill out the details.
- “I’m taking part in an event” – This includes marathons, mountain climbs, triathlons, etc. A good rule of thumb is that if it involves signing up, or an outside company, your fundraiser will be classed as an event.
  - “I’m doing my own activity” – This includes anything that you have organised yourself, from fitness challenges, to bake sales, or a coffee morning.
  - “Just fundraising” – This includes any charity collections that you may organise. This can be a wedding, a funeral, or any form of bucket shaking.

For this example, we will continue as if we are setting up a fundraiser to run a marathon, so I would click the “taking part in an event” button.

The screenshot shows the JustGiving website header with the logo 'JustGiving from Blackbaud' and a user profile 'Zoe'. The main heading is 'Are you taking part in an activity?'. There are three selection cards:

- I'm taking part in an event**: A mass participation event, for example, a marathon, bike ride, or trek. (Illustrated with a medal and runners)
- I'm doing my own activity**: Get creative and organise your own activity, like a bake sale or coffee morning. (Illustrated with a person at a table)
- Just fundraising**: As simple as asking people to donate to a cause that you care about. (Illustrated with a person holding a sign)

At the bottom, there are 'Back' and 'Next' buttons. The 'Next' button is highlighted in blue.

5. You will then need to search for you event via the search bar. If you event isn't on here, feel free to add your own by clicking on the link that the arrow is pointing at.

The screenshot shows the JustGiving website header with the logo 'JustGiving from Blackbaud' and a user profile 'Zoe'. The main heading is 'Tell us more about your event'. Below the heading is a search bar containing the text 'Southampton marathon'. The search results are displayed in a list:

- Southampton Marathon 2024**: 2024 · 16 fundraisers (This result is circled in red)
- Southampton Half Marathon 2024**: 2024 · 15 fundraisers
- Southampton 10K 2024**: 2024 · 3 fundraisers
- Southampton 5K 2024**: 2024
- UWCB Southampton 11th November 2023**: 2023 · 77 fundraisers

At the bottom of the search results, there is a link: 'Can't find what you're looking for? [Create your own activity](#)'. A red arrow points to this link. Below the search results, there are 'Back' and 'Next' buttons. The 'Next' button is highlighted in blue.

- The next page will ask you to set yourself a fundraising target. If you have a minimum fundraising amount, please put this number (or higher if you have your own goals!).

**JustGiving** from Blackbaud Menu Zoe

### How much would you like to raise?

Targets help to set the donors, maximising funds for your selected charity

£ 500 GBP

£500
  £1,000 Most popular
  £1,500
  No target

Don't worry, if your target isn't reached, all funds raised will still be sent to your chosen charity.

- The next page will ask you to personalise your fundraising page. We recommend that you edit the title, story, and URL to something unique to you and your reasons for fundraising.

Write yourself a story of why you are fundraising – the more personal, the better. We want your pages to be authentic and convey your own reasoning of why you are fundraising.

Please ensure that you distinguish whether you are fundraising for Ignite or the Cancer Immunology Fund clearly on your page, as this helps us when processing donations.

You can also use the “enhance my story” feature, which uses AI to convey your story in a desired tone.

## Personalise your page

A great story will help to engage potential supporters. Not ready? [Skip and add later](#)

Page title

Zoe's marathon fundraiser for the Ignite Programme

Why are you raising money?

Thanks for taking the time to visit my JustGiving page.

As a first generation student from a low income background, I know what it's like to struggle at university and to have to figure things out for myself. I also know what the financial burden was like on my family - I had balance my studies with working part-time just to be able to afford my rent.

The Ignite Programme seeks to end this - they help students with financial, pastoral, and social support to students who are often at a major disadvantage. These students tend to be, like me, first generation, from a low income background, from foster care, or even have caring responsibilities themselves.

This programme is fully funded by donations, so I want to give a student a place on the Ignite programme next September by raising £1000. I am going to be training and pushing myself to run a marathon - I'm not a runner so this is going to be a huge challenge for me, but I'm excited to challenge myself and to do it for a good cause.

Every donation counts, no matter how big or small! Thankyou!

T “ ↻

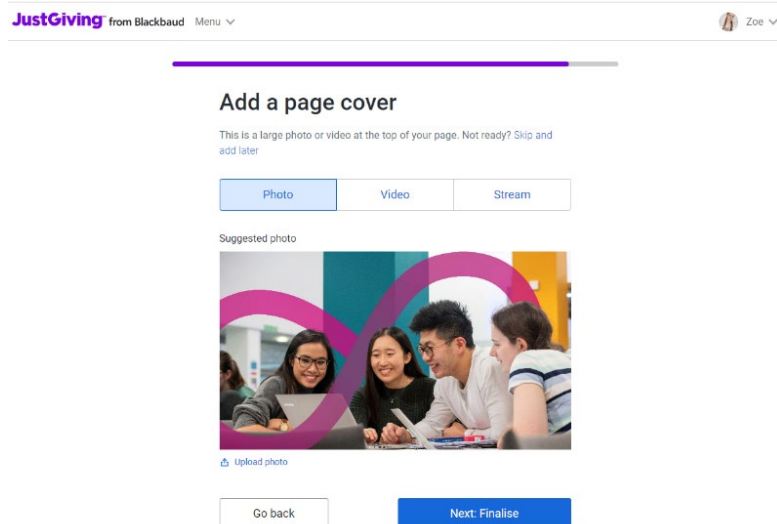
Enhance my story

Customise your web URL

zoe-chapple-southampton-marathon

justgiving.com/page/zoe-chapple-southampton-marathon

8. The next page will ask you to change your page cover where you can update your photo – we recommend that you use a photo or video that is personal to you or relates to the event or activity that you’re doing as a fundraiser. This tab also lets you do other edits such as uploading a live stream (if you decided to stream a fundraiser), which is a great idea for any type of virtual fundraising.



9. Next, ensure you double check all your details. Make sure you click the “keeping in touch” box so that we can keep you updated about the impact of your fundraising and let you know about other fundraising events we are hosting. Then click “Launch my page” to create your fundraising page

## You're almost finished!

### Summary

Cause	The Ignite Programme
Event	Southampton Marathon 2024
Target	£500

### Keeping in touch

University of Southampton will receive your details and may need to contact you to support you in this fundraising effort.

- I'm happy for University of Southampton to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

### Set your fundraiser live

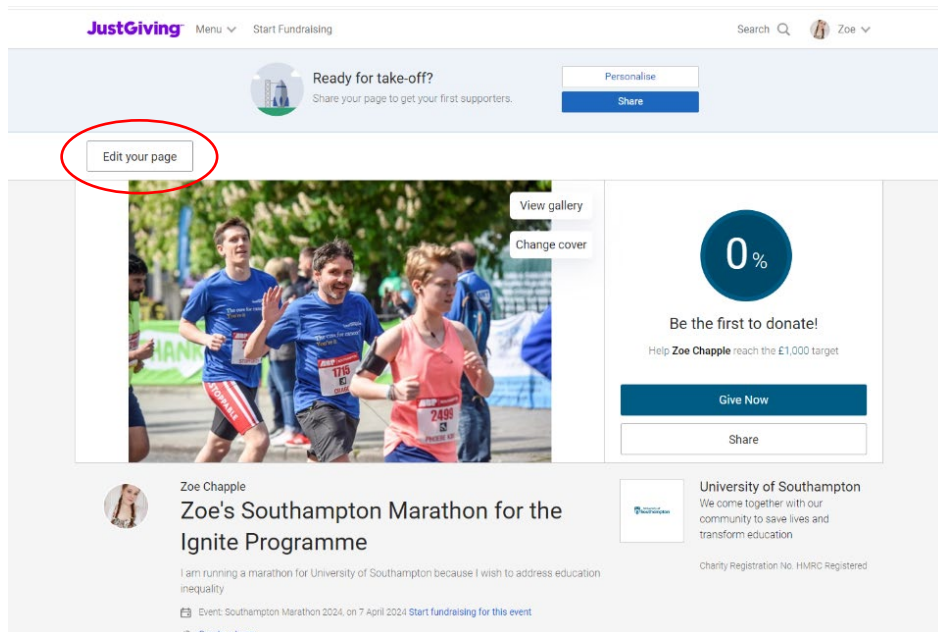
By clicking 'Launch my page', you agree to our [terms of service](#), our [privacy policy](#), and have read the [Fundraising Regulator's Guidance Notes](#).



Back

Launch my page

10. You should now have an active page that looks like the image below. This page can now accept donations, but you can edit the page however you wish by clicking on the circled button below.



11. On the settings tab, you can personalise your own thank you message. Thanking your donors is an important part of fundraising – if you write something meaningful, you might encourage others to fundraise for the same cause or even tell their own social circles about your fundraiser.

On this tab, you can also download QR codes that link straight to your JustGiving page, which is useful in fundraisers such as bake sales, sweepstakes, or raffles.

### Page settings

#### Extend your page

Your page will stop taking donations on **07 October 2024**

7 October 2024

Save date

#### Thank you message

It's a really good idea to personalise this thank-you message, which is sent automatically to anyone who makes a donation through your JustGiving page.

Thank you very much for your donation. It really means a lot to me and to the Ignite team at UoS. 100% of your donation will go straight into the Ignite Programme, and you will be helping a disadvantaged student excel in their studies while at Southampton. If you want to help me further, please share within your social circles, and help me end education inequality.

Zoe xx

Save message

#### Send a QR code

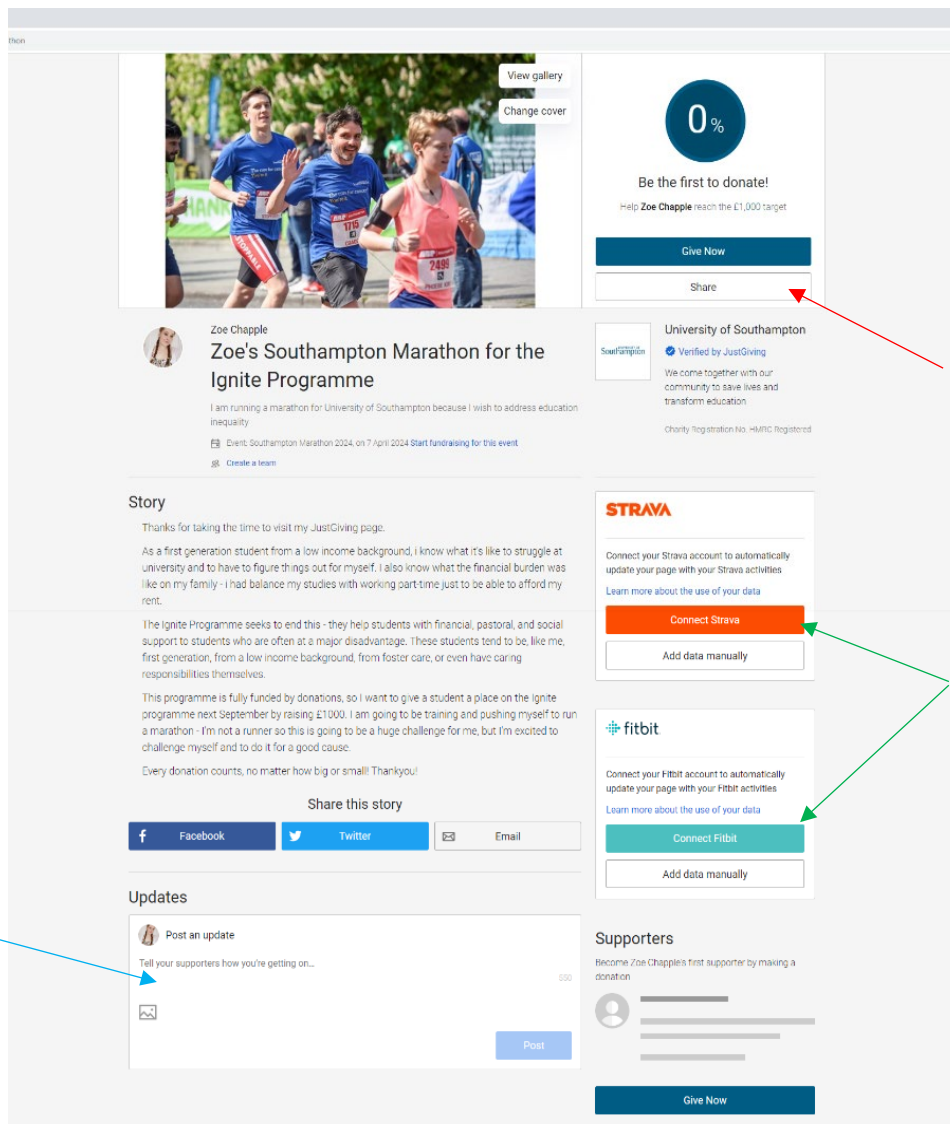
Here's your very own QR code to help your supporters find your page more easily. Just open up the camera on your smart phone and point it at this screen and it'll take you directly to the page. You can either save, screenshot, print, posters, and send your QR code with family and friends on WhatsApp, text or email. It couldn't be easier.



12. Your page will then look something like below, and you're ready to share it! Start by sharing on all social media platforms, and in your close family/friend social circles (red arrow).

You can also link devices such as Fitbit or Strava if you are doing an exercise fundraiser (green arrow).

Lastly, we encourage you to keep you donors informed by posting updates- here you can let people know how training or event planning is coming along and really take them on this fundraising journey with you (blue arrow).



13. Lastly, good luck! If you need any help with any parts of your fundraising, please contact Zoe, our Direct Marketing Fundraising Officer, at [commfr@soton.ac.uk](mailto:commfr@soton.ac.uk). I am happy to help with fundraising advice, guidance, or any other queries you may have!