



# FUNDRAISING

# TOOLKIT

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# Setting up a JustGiving page

It's quick and easy to set up a Fundraising Page for the Friends of Westonbirt Arboretum.

Just follow the steps below to create your page for our charity:

1

Go to <https://www.justgiving.com> and select 'Log in' if you already have a JustGiving account or select 'Sign up' to create your JustGiving account. Once you've logged into your account, click 'start fundraising' to get going.

2

Click "A Charity", to the question "What are you raising money for?"

3

Search for 'Friends of Westonbirt Arboretum' and click search

## Tell us more about your event

Taking part in...

MAY 23	Westonbirt 10K 2024 2024 • 1 fundraiser	Change
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4

Select the event you're doing, 'Westonbirt 10K 2024 - Run for the Trees!'

5

Create your Fundraising page URL- this is the link you'll be sharing with friends and family when asking them to donate to your cause.

This is also where you'll tell JustGiving whether you're running a raffle or selling goods as your page may not be eligible for Gift Aid. This will most likely be 'No' but please check with our Individual Giving Manager if you're not sure.

Select 'No' for the question 'Is your charity contributing to the cost of your fundraising?'

6

Click 'Create your page' and job done!

Your Fundraising Page is now set up and ready to accept donations. JustGiving automatically send us the money that you raise on a weekly basis, so no need to worry about making payments.

Next, it's time to personalise your page.

## STAND OUT FROM THE CROWD

Think of your Fundraising Page as your own personal fundraising blog. The more you make it your own, the more compelled people will feel to donate.



# How to edit a JustGiving page

It's quick and easy to set up a Fundraising Page for the Friends of Westonbirt Arboretum.

Just follow the steps below to create your page for a charity:

1

Visit your Fundraising Page ([www.justgiving.com/...](http://www.justgiving.com/...)), click 'Log in' in the top right and enter your log in details.

2

Click 'Edit your page' in the top left.

3

Here you can edit:

- **Your title**, make it relevant to you and Westonbirt.
- **Target**, this will automatically be set at your minimum target of £250 but you can aim higher if you want!
- **Summary**, you can use this summary to make things easier but feel free to edit it or write your own:

"I'm running for the trees this year at the Westonbirt 10K. Help me raise £250 to protect trees and enrich lives at the National Arboretum. The arboretum is a special place for so many people. Your donations could contribute to global research on climate change and biodiversity loss, inspire the next generation of tree guardians or help under-represented communities connect to their local green space. Can you give £10 to help me reach my target?"

- **Story**, use this section to tell your Westonbirt story, this section should be personal to you. Make it emotive to really compel your family and friends to give you a donation and support your 10K journey.

4

Under the "Edit" tab, enter your desired text in each of the relevant sections. Make sure you click save.

**HINT:** You may want to draft your text elsewhere and copy it in after, that way you won't lose your hard work if you forget to click save or your computer glitches.

After you've clicked save, you can preview your page to see your changes.

## Add photos to a JustGiving page

Adding photos makes your page personal and helps people to see who they're supporting. Did you know? Those who add a photo to their page tend to raise 13% more donations.



To do this, click on 'Media' at the top of the screen and then under 'Add a photo', click, 'Select photo'. Choose the photo from your device and add a caption (up to 40 characters). Press 'Upload photo' to finish.

If you have problems, you'll probably need to resize your image. The file size should be no larger than 4MB and the pixel size shouldn't be bigger than 1000 x 563.

Once your Page is looking perfect, it's time to share it on social media. There are a few different ways you can do this:

1

Log in to your account, visit your Fundraising Page and click 'Share' and select your desired way to share.

2

Add your Fundraising Page web address to your Social Media. Copy and paste your page URL straight into your Facebook status, Instagram bio or Tweet. Don't forget to add some info to let people know what you're doing and politely ask them to make a donation or share your post.

If you have any difficulties or questions about your JustGiving account, this webpage has some helpful advice: <https://help.justgiving.com/hc/en-us>

# Fundraising

## ideas and tips

Your fundraising target of £250 may seem daunting but it's much easier if you break it down. Consider 25 people giving you £10 each. Or even 10 people giving you £10 and 30 people giving you £5. Much more manageable. Now, how to go about securing those donations...

Like all challenges, it's best to start with a plan. Firstly, consider how you are going to collect your donations. We recommend using JustGiving as a crowdfunding page, if you haven't set this up already, check out our guide to creating your page. It's easy to personalise and to share your link directly with friends and family. No need for sponsorship forms and cash handling, your donations will automatically pay into the Friends of Westonbirt Arboretum. Setting up your fundraising page in plenty of time will help you raise even more donations.

Can't set up a JustGiving page? Not to worry you can still collect donations the good ol' fashioned way. It's easiest for you to collect all your donations and pay them in in one go either via online donation on the [Friends website](#) or send a cheque made payable to the Friends of Westonbirt Arboretum, Westonbirt, The National Arboretum, Tetbury, Gloucestershire, GL8 8QS.

Why not map out your close friends and family and consider the best way to ask them to support you? A call to mum and dad after work, a text to your best pals, casually dropping it in to conversation over a cup of coffee. Make sure you let people know your target, they're more likely to give you more to help you reach it!



Don't forget to ask your work colleagues or pals from clubs or community groups that you might be a member of. A group email or WhatsApp group chat can reach lots of people in one go.

### BREAK IT DOWN

If 25 people donate £10 each towards your run, you'll have reached your £250 target!

# Match giving

## ideas and tips

**Did you know?** Lots of employers have charity match giving schemes.

Check your intranet, ask your HR department or boss about your organisation's charitable giving policies. The organisation you work for might be able to match your donations raised or contribute a certain percentage of donations raised towards your fundraising efforts. That might mean that you're able to double your donations!

Discuss available schemes with your employer to check their terms for charitable giving. If this isn't an option, why not ask to arrange a dress-down day and ask everyone to donate £1 or £2?

The Friends of Westonbirt Arboretum have a CAF Charity Account and Benevity Causes Account. If your organisation wishes to make a matched donation through a different provider please contact The Friends' Individual Giving Manager to make arrangements.

Email [fundraising@fowa.org.uk](mailto:fundraising@fowa.org.uk) to contact our Individual Giving Manager



# Stuck for ideas and tips?

Why not put on a few events to help boost your donations.

Here are ten ideas to get your creative juices flowing or design your own event!

1

### Dinner Party

Keep it classy and ask your family or friends to dress up for a dinner party. Invite them over for a full course meal and ask them to make a donation before desert. You could even make it a friendly competition 'come dine with me' style, where your family and friends take turns to host a weekly dinner, each entrant makes a donation.



2

### Quiz night

Everyone loves a pub quiz, why not host your own. Invite your family and friends over for a night of drinks and snacks and 'charge' a quiz entry fee or donation. Find some fun quiz questions online or do a personalised quiz for your audience. How about testing your tree knowledge?

3

### Games night

Whether you love board games or you're a video gamer, why not host the ultimate games night. Invite your friends and family around to take part in some friendly competition. Set up different 'zones' for board games and rotate to keep things interesting or multi-player party video games where you can swap in and out. Keep score or play for fun, ask for donations to partake or run a sweepstake.



4

### Donate your coffee money

Does your office go on a daily coffee or cake run? Ask your colleagues to donate their coffee change to your cause instead. Why not challenge your office to go caffeine free for a week?

5

### Bake-off challenge

Embrace your inner Mary Berry and organize a bake-off. Take it in turns to bake a delicious treat each week, whether a classic Victoria sponge or a 'Baumkuchen' (Tree cake), show off your skills by baking something Paul Hollywood handshake-worthy. You guessed it, ask for donations for people to try a slice or partake in the competition. Create a 'golden' wooden spoon prize to raise the stakes!







6

### Garden sale

Have you got green fingers? Do you go a bit over the top when it comes to sowing your spring-time seeds? Why not hold a little garden sale, sell some of your extra seedlings, bulbs, plants or cuttings. You could go a step further and host a neighbourhood plant swap. All proceeds go to your fundraising target.

7

### Dog walking

Keep active on your rest-days with some mild exercise, you might as well take your neighbour's dog with you - for a little donation. Now it's important to say, only take this on if you like Fido and his friends and you feel confident taking someone else's pooch for a walk.



8

### Take a shave

Ah, a classic fundraising challenge. Shave your head, ditch your beard or wax your legs. Be sure to make a public spectacle out of your intentional hair loss and ask for donations if you decide to lose your locks.

9

### Family talent show

Not exclusively limited to your family, but how about finding out your family's hidden talents? It could be a laugh at the very least.



10

### Skills auction

Organise a skills auction and offer up the services and skills of family and friends to the highest bidder. From gardening and housework to computer lessons and dog walking, the possibilities are endless. Each successful bid is a donation for your fundraising target.

For each of these activities or for whatever event you decide to host, make sure people have access to your JustGiving page link, you could have some flyers to hand out at your event with your page's QR code on it. Use a free online QR code generator like: [qrcode-monkey.com](http://qrcode-monkey.com)

At the end of the day, there are loads of different ways you can fundraise to reach your target. The most important thing is to share your story and have fun.

## KEEP CALM AND PLAN ON

Plan your activities well in advance, try not to bite off more than you can chew and have fun.

# Sharing your story on social media

Social media is one of the best ways to let your friends and family know about your fundraising challenge. You can easily share your journey with a wide audience at the touch of a button.

Here are our top ten tips for getting the most out of your social media:

1

### Sharing is caring

Throughout your training and fundraising journey you want to be sharing your trials and tribulations on a regular basis. Help your friends and family track your progress by letting them know when you smashed a PB, tried a new running route or reached half of your fundraising target. Always share your fundraising page link in your posts to make it easy for people to donate to you. Don't forget to tag us too, @FriendsofWestonbirt!



2

### Link in bio

Make it easy for your followers, friends and family to find your donation link, add it to your Instagram bio, share it in your WhatsApp groups and in your Facebook posts. Make sure you add your donation link to every post!

3

### Post a pic

Make your posts and stories stand out with an interesting picture or short film. Show your muddy trainers after a run, share a ridiculous selfie with your running group, film a snippet of your fundraising activity, everything is content!



4

### #hashtags

The world of hashtags can be confusing but 3 simple tips are: keep them short, keep them relevant and don't use more than 3 or 4 per post. Our official hashtag for this event is #RunfortheTrees but you could use hashtags like: #training, #10K, #Westonbirt to help widen your social media reach.

5

### Share the love

As well as making a donation, let your close followers know they can also help you out by sharing your posts. That way your message reaches more people!





6

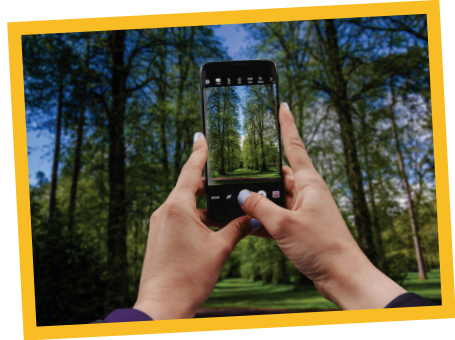
### Storytime

Posts are a great way to share your story and update people, but give your stories on Instagram, Facebook and Snapchat some love too. Most of us tend to scroll through stories more than we scroll through the newsfeed.

7

### Movie Maker

You don't have to be the next Steven Spielberg to post great videos. Film some videos on your phone to post in your stories or newsfeed. If you visit Westonbirt, the arboretum makes a fabulous backdrop to your training adventure.



8

### Profile Makeover

Why not update your profile and cover pics to show that you're Running for the Trees this year? A selfie with your Run for the Trees tee or a glorious photo of the arboretum in full spring splendor will light up your social media.

9

### Make the link

Sharing your fundraising efforts on LinkedIn can be a great way to reach your work colleagues or professional networks that you may not be connected to on your other channels. Not only can they help you reach your fundraising goal, but you can also show off your extra-curricular charitable efforts.



10

### Last, but not least

Mind your Ps & Qs. Make sure to ask politely for donations and thank everybody who gives you a donation. Give a shout out to your supporters, a little thank you goes a long way.

If you'd like templates for social media get in touch and we'll see what we can do!

### Remember to tag us!

Facebook: @FriendsofWestonbirt  
Twitter: @WestonbirtFoWA  
Instagram: @FriendsofWestonbirt  
LinkedIn: Friends of Westonbirt Arboretum