

## Create an online sponsorship page

Setting up your own online sponsorship page is really quick and easy. The Christie recommends Just Giving, which is the leading charity fundraising website. When raising money via Just Giving donations and pledges are captured electronically and Gift Aid is reclaimed automatically. As such online sponsorship encourages secure, tax efficient donations from colleagues, friends and family and saves you the hassle of having to chase your sponsors with dog-eared sponsor forms after the big event!

Just follow these simple steps to set up your own secure fundraising page;

### Create your page

- Step 1 Log on to [www.justgiving.com](http://www.justgiving.com)
- Step 2 Click on create a page and follow the simple steps.
- Step 3 You will need to set up an account if you don't already have one – you will be asked to fill in your personal contact details and choose a password.
- Step 3. Select The Christie as your chosen charity and select the type of activity you are doing. This could be an organised event such as the Great North Run or your own activity.
- Step 4 Select a web address for your page, give your page a title, write a message and add a photo or image. The more you personalise your page the better - don't forget to tell people what you are doing!
- Step 5 Choose a closing date for your page. This is really important as otherwise it will default to 5 years after the date you set up the page.

Congratulations your Just Giving page is ready to go live on the web!

### Promoting your page

- Now your page is live email the address of your page to everyone you know – anywhere in the world – asking them to sponsor you.
- Your friends, family and colleagues can then choose how much to sponsor you and leave you a personal message.
- Just Giving will issue email receipts for all online donations received on your page – your receipts can even be personalised to you.
- You can update your page as your fundraising progresses and could include updates on how your training is going or your latest news as you approach the big day.
- You can also promote your page through social networking sites such as [www.facebook.com](http://www.facebook.com), Twitter and as an e-signature at the bottom of your emails

### How the money reaches The Christie

- Please tell the Fundraising team at the Christie that you are fundraising online and the web address of your page
- All donations made via Just Giving are subject to a small administration charge, as well as a small additional charge relating to the credit or debit card type. For up to date information visit <http://www.justgiving.com/about-us/what-it-costs/>
- Money donated via Just Giving is transferred directly to The Christie. You will be thanked by The Christie for all monies received via Just Giving once your page has closed. If you are also raising money offline please try to submit these monies as soon as possible to enable us to provide you with an accurate thank you letter detailing your total sum raised.



## Frequently asked questions

### ***How do I change the closing date of my page?***

When setting up your page there is an option to select a closing date. You can also edit your profile and add or change the date, just log into your Just Giving account to do this.

### ***How do I get my online money to you?***

This happens automatically so you don't need to do anything, just remember to set a closing date for your page. We recommend 3 months after your event.

### ***When should I set up my page?***

As soon as you know what event/activity you are doing contact The Christie fundraising team so we can authorise you to fundraise for The Christie and provide you with support and advice. As soon as you have been authorised you can set up your page. The more time you give yourself the more money you will be able to raise.

### ***What happens if some of my donations are in cash or cheques?***

Please let us know if you are raising money off line as well as through your Just Giving page. And please send these donations to us before your Just Giving page closes, then we can thank you for the total amount you have raised.