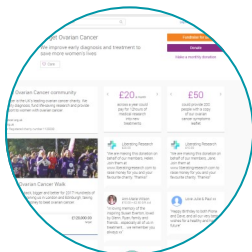


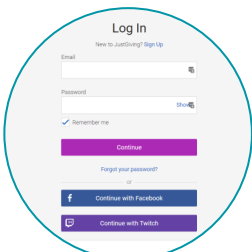
Setting up your JustGiving page

The easiest and most cost-effective way to fundraise online is via JustGiving.



JustGiving

Go to justgiving.com/targetovariancancer and click 'fundraise for us' (the orange button near the top).



Sign up or log on

Use your existing JustGiving account or sign up if you don't already have one. You can also sign up using Facebook or Twitch.



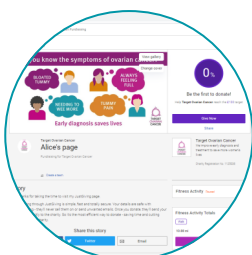
Choose how you are fundraising

Choose the option most relevant to what you are doing.



Create your page

Check the options given and change them if you want to. Click the blue 'create your page' button.



That's it!

You're now ready to make your page stand out from the crowd. The more you make it your own, the more compelled people will feel to donate. See the rest of this guide for our top tips!

Thank you!

Registered with



FUNDRAISING
REGULATOR

Registered charity no. 1125038 (England & Wales), SC042920 (Scotland)

Raise
awareness.

Fund
research.

Save
lives.

Our top tips

Follow these top tips to get the most from your fundraising page.



1. Getting started

Log in to your JustGiving account, head to your page and click the 'edit your page' button to make all the changes you want.

2. Smile for the camera

Including an image is shown to increase your page value by 23 per cent.

4. Say what you're doing

Keep it short and sweet! Your supporters like to know at a glance what you are taking on.

6. Tell your story

Explain why you've chosen to support Target Ovarian Cancer.

8. Share updates

Let people know how you're getting on! Updates increase page value by 8 per cent per post.

9. Share your success

Include your offline fundraising so all your efforts can be seen by your supporters.

10. Keep talking

Twenty per cent of donations come in after an event has finished, so don't be afraid to keep asking!

11. Say thank you

Thanking your supporters will show how much their support means.

A screenshot of a JustGiving fundraising page for Target Ovarian Cancer. The page is titled "Do you know the symptoms of ovarian cancer?" and features a graphic with icons for "BLOATED TUMMY", "NEEDING TO WEAR MORE", "TUMMY PAIN", and "ALWAYS FEELING FULL". A progress bar shows "0%". The page is for "Alice's page" and includes a "Story" section, "Share this story" buttons (Facebook, Twitter, Email), and an "Updates" section. Numbered callouts 1-8 point to various elements: 1. Edit your page button, 2. Image placeholder, 3. Progress bar, 4. Target Ovarian Cancer logo, 5. Create a team button, 6. Story text, 7. Share buttons, 8. Updates section.

3. Share your aim

Supporters like to see your goal. Setting a target can increase your fundraising by 45 per cent.

5. Team up

If you're fundraising with others, you can create a page for your team to see all your fundraising in one place.

7. Shout about it

Share your page on social media. On average people need reminding three times before they donate.

A screenshot of the "Page donations" summary section. It shows "Donation totals" with fields for "Number of donations:", "Total raised:", "Total raised online:", "Total offline donations:", and "Gift Aid plus supplement:". Below this is the "Offline donations" section with a field for "Have you received any offline donations? Add the total amount here:" and a "Save offline donations" button.

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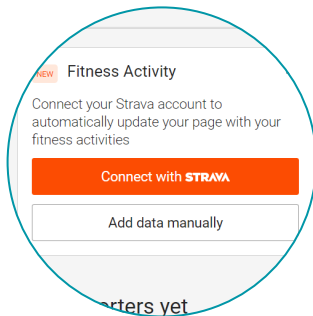
What else can I do with my page?

JustGiving has lots of ways you can personalise your page and make it really stand out.

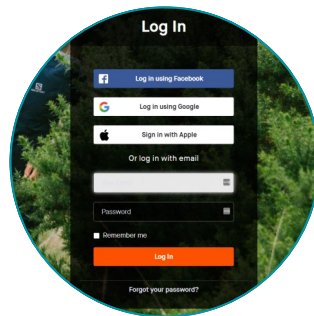


Connecting a Strava account

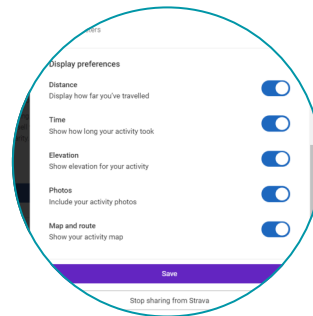
Connect your Strava account to your page to automatically share updates on your training.



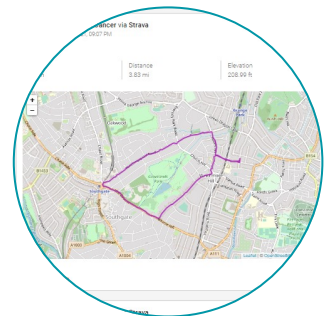
Click the orange 'Connect with Strava' button on your JustGiving page.



Then log in to your Strava account, or create one for free.



Choose how you'd like your Strava activity to appear on your page.



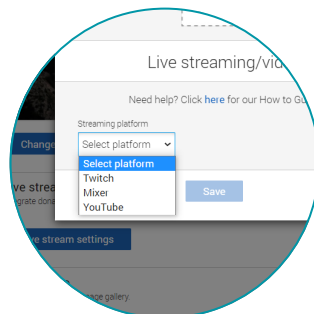
And you're good to go! Activity from Strava will appear on your page.

Share a video or livestream to your page

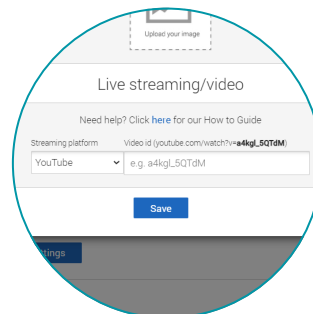
Did you know you can add a video to your JustGiving page? You can even livestream directly to it!



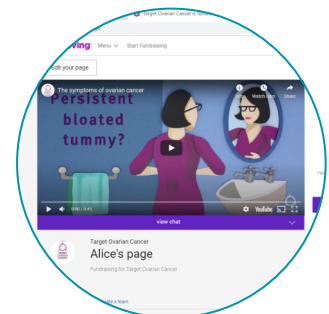
Click the 'Change cover' button on your JustGiving page.



Click 'Change cover' again and select a streaming platform.



Insert the URL of the video you'd like to share and click 'Save'.



Your video or livestream will appear in place of your cover photo.

QR codes

In an increasingly digital world, a QR code is a great way to share your page. To create your QR code, open your page and type '/qrcode' at the end of the url. Your QR code will appear – you can then save or screenshot it to share it on social media, via email or on a poster!



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