

2019

How to Set Up a Fundraising Page for Moontrekker 2019



Step 1: Click the fundraising event link.

<https://www.simplygiving.com/event/barclaysmoontrekker2019>

Step 2: Click “Start Fundraising” on the fundraising event page.

Barclays MoonTrekker 2019

18/03/2019 - 31/12/2019 Hong Kong

 **Start Fundraising** 

HKD 29,035

TARGET : HKD 2,000,000



Corporate Cup	Corporate Team	Team	Pair	Solo
 Intel	 Catalyst Cares 	 Joyful Wonder	 MBJT	 Joanne Chan
HKD 6,350	HKD 0	HKD 2,937	HKD 1,300	HKD 2,800





SCAN TO VISIT LATER

 RECENT DONORS **52**

Step 3: Sign up if New User or Login if Existing User.

Sign Up / Log In

Setup

Page Info

Multimedia

JOIN US
Already have an account? [Log In](#)

Email Sign Up

First Name *

Last Name *

Email *

Re-Type Email *

I'm not a robot reCAPTCHA
Privacy • Terms

Sign Up

Inspire me with email updates.

Or use Social Log In

g+ Sign Up with Google

Click here to Login

a. Fill in

b. Tick

c. Click

a. Fill in

b. Click

Alternatively, you can sign in with google



Step 4: Personalise your page.

Personalise your Page

Select Page Type:

Fill in all necessary fields.

- Corporate Team - Corporate team consisting of employees representing a company
- Team - Team of individuals not representing a company
- Pair - Pair of 2 persons
- Solo - Individual

Is this corporate fundraising?

Yes

Choose "Yes" if fundraising for a company, and select company name from dropdown box

Select your Corporate

Enter your Corporate name here.

No

Page Title:

Page Title

Fundraiser Name:

Fundraiser Name

Choose a URL that is memorable to you. E.g.

Your Page URL : <https://www.simplygiving.com/>

The Url path used to access your page
YourName2019

Select your country

Your Story :

A Normal text

Tell supporters about your story

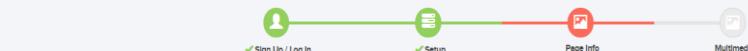
Tip: The more personal your page, the more appealing it is for people to support you. Share why Moontrekker and The Nature Conservancy is an important cause for you!

MYR Fundraising Target

Tip: Set a target that is a little challenging but still achievable. This will motivate you and your supporters to reach your goal. Minimum target is HKD650 per participant.

Previous

Next >



Upload Images/Video

PROFILE IMAGE

Drop files here or click to upload.
Recommended image size: 256 x 256 pixels

GALLERY

Drop files here or click to upload.

Click "Finish" to publish your page

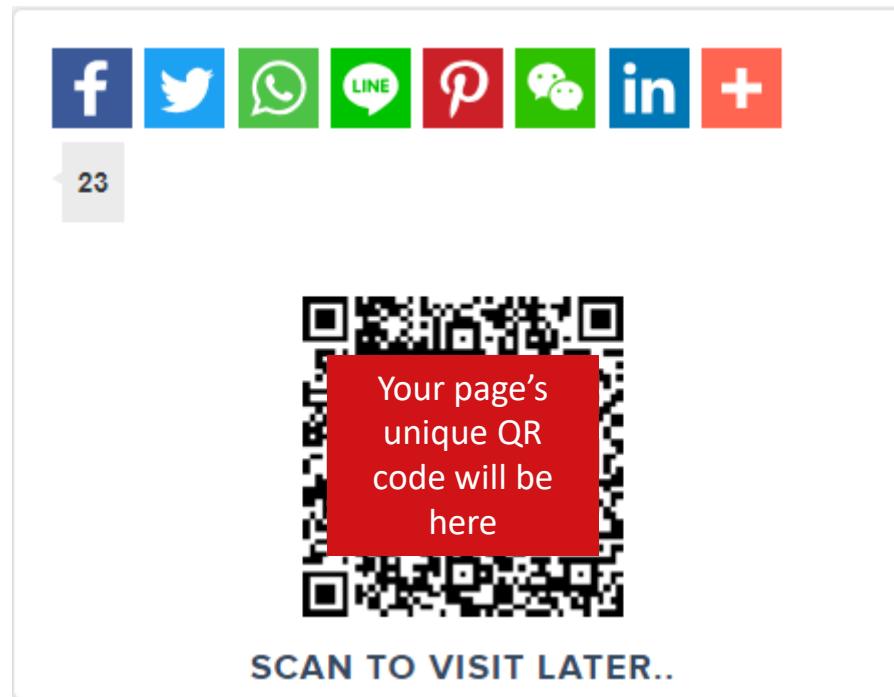
Previous

Tip: Make your page more personalised and engaging by adding photos and videos.

Finish



Step 5: Share your page with your network via email, whatsapp and social media.



TIP: Personalised emails and whatsapp messages are the most effective for conversion. Sharing on social media will help to raise awareness.

Step 6: Editing your page.

a. Login



b. Enter Dashboard

A screenshot of the simplygiving.com dashboard. On the left, there is a sidebar with links: 'DASHBOARD', 'FUNDRAISER PAGES' (which is expanded and has 'CHARITY FUNDRAISING' circled in red), 'WIDGET BUILDER', 'MY REGULARGIVING', 'REPORTS', and 'USER PROFILE'. The main content area is titled 'MANAGE FUNDRAISER PAGES' and shows a table with one row. The table has columns for 'Action', 'Event Name', and 'Status'. The 'Event Name' column contains 'Name of Page' and the 'Status' column contains 'Invisible'. Below the table, there are buttons for 'Preview', 'Gallery' (which is circled in red), and 'Edit'. A red box at the bottom of the page contains the URL 'https://admin.simplygiving.com/Fundraiser/Events'.

i. Click "Charity Fundraising"

ii. Click "Edit"



FUNDRAISING TIPS

1/ **Get Personal.** On your SimplyGiving page, be specific about your fundraising goals and tell your friends and family why you care about the cause and charity.

Here are some useful information about **The Nature Conservancy's** mission and vision:

- The mission of The Nature Conservancy (TNC) is to conserve the lands and waters on which all life depends.
- TNC's vision is a world where people and nature thrive together. To achieve this positive vision of the future, we need to recognize the unprecedented challenges that affect global communities, and work together to find new ways to help nature thrive while securing a more prosperous future for people.
- TNC is committed to protecting land and water at unparalleled scales, tackling climate change, providing food and water sustainably for a growing population, building healthy cities, and connecting people and nature.
- Everyone depends on a healthy, diverse environment, whether we live in Hong Kong, London or New York. It's our turn to invest in nature.

2/ **Reach out.** Think about at least 15-20 people that you can approach and are most likely to donate to your campaign. Send them a personal email or WhatsApp message and ask them to support your cause. It is important to have a group of people that can help you kickstart the campaign. Ensure you include your SimplyGiving link to your emails and WhatsApp messages, so that they can make the donation easily. More than 70% of the donors on SimplyGiving donate using their mobile devices, so its real easy to donate on the go!

3/ **Go Social.** Post stories of your Moontrekker quest and track your training hikes on your social media pages, such as Facebook and Instagram. Social media is a great tool to raise awareness for the cause. On SimplyGiving, every social media share will bring in an average of 63 views to the campaign page. Ask your network to help you share the campaign page too. Always remember to post your SimplyGiving link.

4/ **Get Creative.** You can also link your fundraising campaign to some fun activities, such as: tell people you will do the Triangle Dance Challenge or Macarena on video and post it on social media if you meet your fundraising targets (true story!). Or do the #plasticfreechallenge. Or challenge yourself to live below the poverty line for 2 days - a little harder for Hong Kong, but can you survive on HKD133 per day? One fifth of HK's population live below the poverty line, and survive on as little as HKD4000 per month. Whatever you do, please make sure you stay safe!

Finally, if you have a birthday coming up and you are tired of getting presents you don't need - ask your friends to donate to your cause instead..

5/ **Integrate.** Integrate your messaging by syncing the timings of your personal email/whatsapp outreach and social media postings. This helps your message become top of mind to your supporters. And you need to share a few times, not just once! Sharing is caring.

6/ **Appreciate.** It is important to thank your donors. This goes a long way to brightening someone's day and making them feel appreciated!





Thank you and
good luck in your
fundraiser!

Contact hello@simplygiving.com for general enquiries and
cheryl@simplygiving.com for page-related troubleshooting.