

2019

How to Set Up a Fundraising Page for Moontrekker 2019



simplygiving.com

Helping people make a difference




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](#) [Donate Now](#)


HKD 29,035

TARGET : HKD 2,000,000

TOP FUNDRAISERS

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

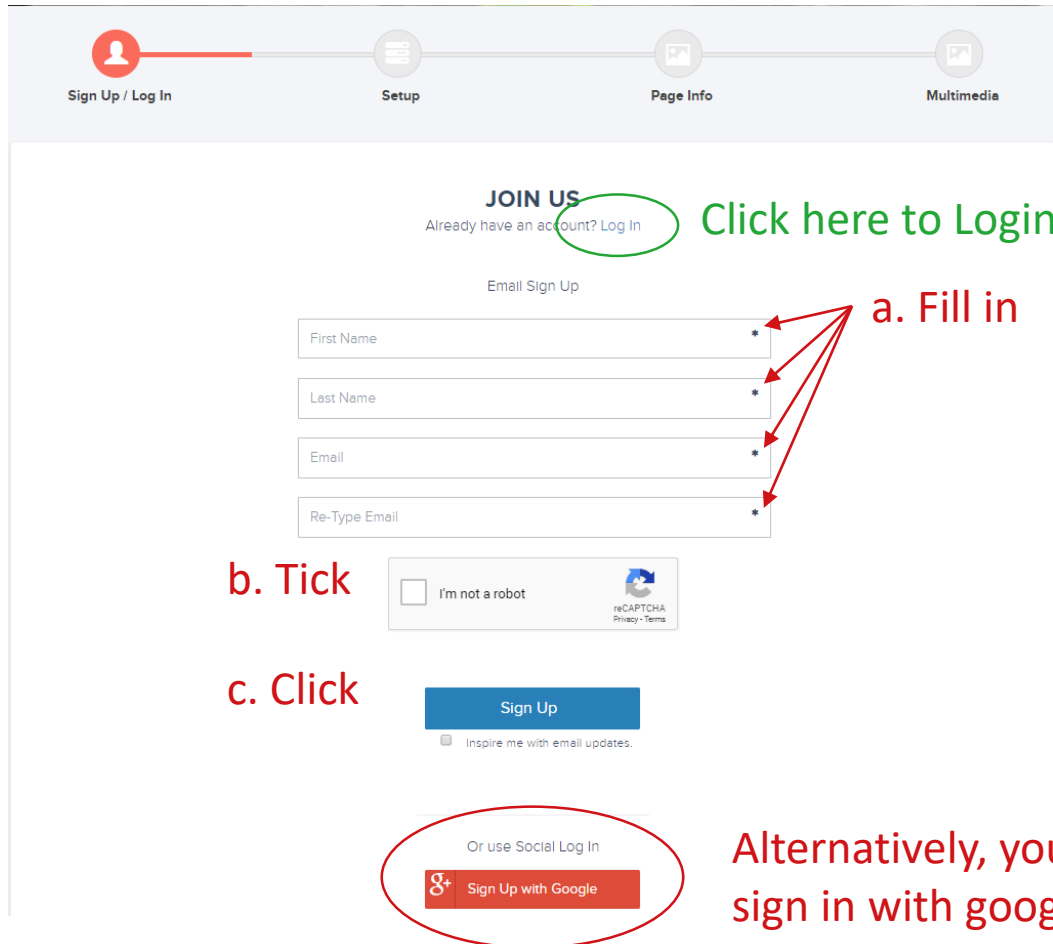




SCAN TO VISIT LATER

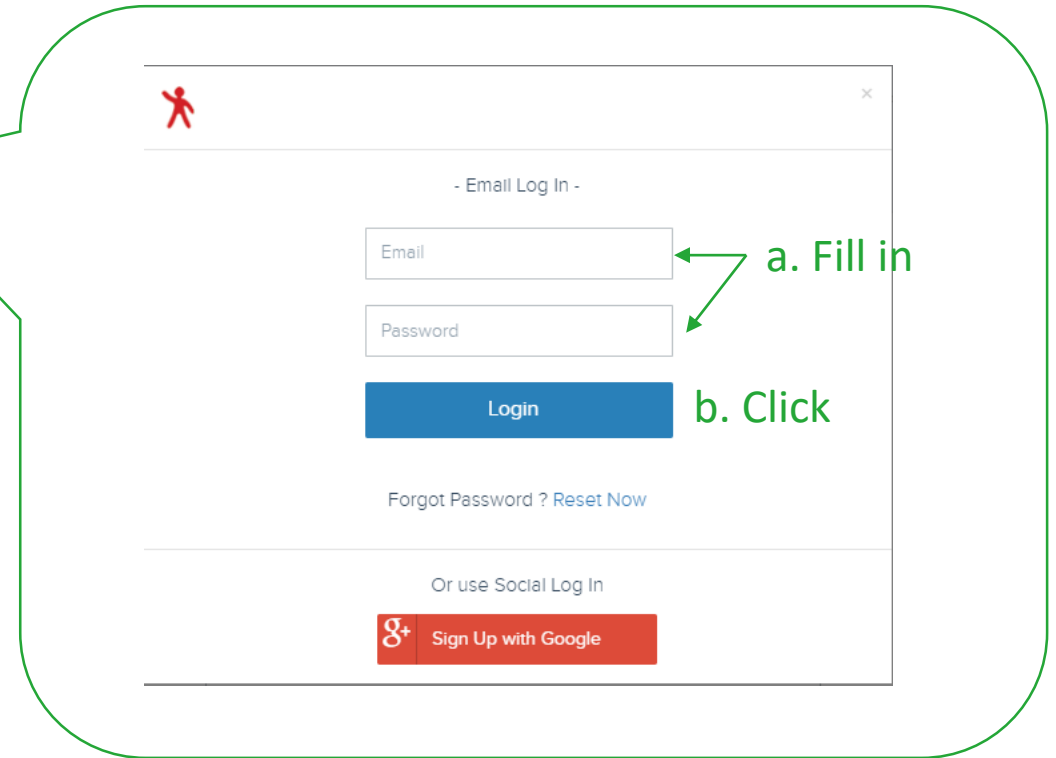
RECENT DONORS 52

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



The screenshot shows a 'JOIN US' page with a progress bar at the top containing four steps: 'Sign Up / Log In' (active), 'Setup', 'Page Info', and 'Multimedia'. Below the progress bar, the text 'JOIN US' is followed by 'Already have an account? [Log In](#)'. The 'Log In' link is circled in green, with a green arrow pointing to it and the text 'Click here to Login'. Below this is the 'Email Sign Up' section, which includes four input fields: 'First Name', 'Last Name', 'Email', and 'Re-Type Email'. Red arrows point to each of these fields with the label 'a. Fill in'. Below the input fields is a checkbox labeled 'I'm not a robot' next to a CAPTCHA image, with a red arrow pointing to it and the label 'b. Tick'. Below the checkbox is a blue 'Sign Up' button, with a red arrow pointing to it and the label 'c. Click'. At the bottom, there is a link 'Or use Social Log In' and a red button with the Google+ logo and the text 'Sign Up with Google', which is circled in red.

Alternatively, you can
sign in with google



The screenshot shows an 'Email Log In' page. At the top, there is a red stick figure icon and a close button. Below this is the text '- Email Log In -'. There are two input fields: 'Email' and 'Password'. Green arrows point to each of these fields with the label 'a. Fill in'. Below the input fields is a blue 'Login' button, with a green arrow pointing to it and the label 'b. Click'. Below the button is a link 'Forgot Password ? Reset Now'. At the bottom, there is a section 'Or use Social Log In' with a red button featuring the Google+ logo and the text 'Sign Up 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

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

Choose a URL that is memorable to you. E.g. "YourName2019"

The Url path used to access your page.

Select your country

Your Story :

Normal text Bold Italic Underline

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!

Tell supporters about your story

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.

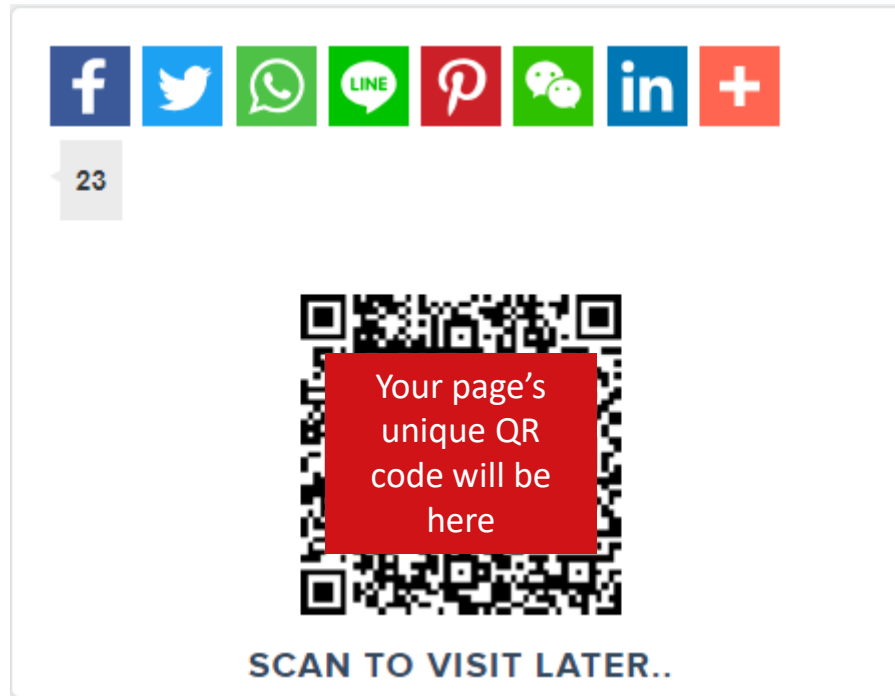
Click "Finish" to publish your page

< Previous

Finish

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

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



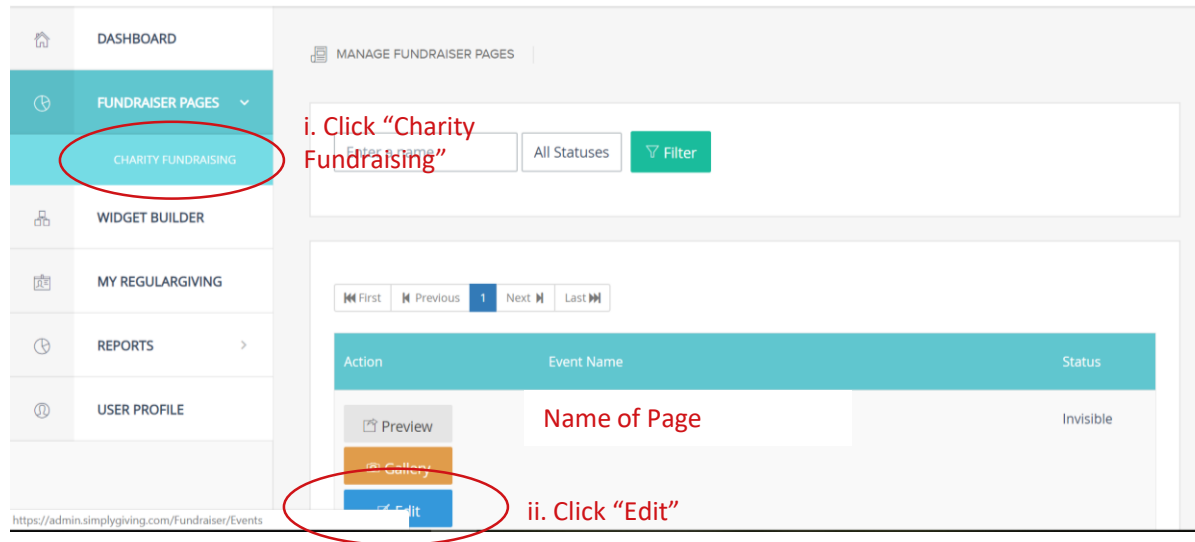
TIP: Personalised emails and whatsapp messages are the most effective for conversion. Sharing on social media will help to raise awareness.

Step 6: Editing your page.

a. Login



b. Enter Dashboard



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 it's 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.