

Setting up a Just Giving fundraising page for Edward's Trust

Thank you so much for your interest in fundraising for Edward's Trust and joining us in supporting bereaved parents, children and young people in the West Midlands. Setting up a Just Giving fundraising page is really quick and easy.

Just follow the steps below to create your page for the event or campaign you are doing:

1. Log on or sign up to Just Giving (www.justgiving.com) and click on '**Start Fundraising**'.
2. When asked 'Are you fundraising for a registered charity?' Select '**Yes, continue**'.
3. Search for the cause you want to support - type in '**Edward's Trust**' on the search bar (please remember the apostrophe in "Edward's", otherwise we will appear quite a way down the list). You will then see us appear with our logo.
4. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing. If you're fundraising as part of one of our own registered events or campaigns, you should be able to find it by searching for it or scrolling down.
5. Choose your web address – this is the link you'll be sharing with friends and family when asking them to sponsor you and donate.
6. Click '**Create your page**' and set a target so your supporters can see how much money you'd like to raise.
7. Personalising your page in simple ways such as adding your photo, fundraising target or customising the story to your fundraising page can have a great impact. Just Giving have found that pages that do so result in **65% more money raised!**

Job done! Your fundraising page is now set up and ready to accept donations for Edward's Trust. We will directly receive the money you raise through your Just Giving page, so no need to worry about that. It will all go directly to fund the specialist and holistic services we offer for free to bereaved families across the West Midlands.

Now you can start on the fun stuff: preparing for your event and sharing it friends and family! If you share your fundraising page and activities on social media, don't forget to tag us, we're as @edwardstrust, and use our hashtag #FlyingTheKite.

If you have any issues or questions, please get in touch with us at fundraising@edwardstrust.org.uk

Thank you so much for your support and good luck!

Edward's Trust

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