



## WELCOME!

We're over the moon you've joined Just Peoples as a fundraiser and have chosen to change lives in the fight against global poverty.

We've prepared this toolkit to support you on your fundraising journey. Hope it's useful!

Best of luck with hitting your target and don't hesitate to [get in touch](#) if you'd like to chat to us along the way. We'd love to hear from you.



# Grab a team or go it alone

Many of our fundraisers have made it a personal goal to raise the funds for their micro-project. While others have shared the fun. Get your bestie to help, organise a team building event at work, or even get the family involved for a school holiday challenge!

## Fundraising ideas

There are loads of ways to fundraise for your micro-project. Here are some of the ways our previous fundraisers have done it. [Get in touch](#) with our team for more ideas.

### CHALLENGE YOURSELF

- » Karen and her colleagues took part in an obstacle course challenge.
- » Jodine fought in an amateur boxing match.
- » Jo lived on less than \$1's worth of food a day for a week.

### ORGANISE AN EVENT

- » Kai and her friends ran a charity art class at a local studio.
- » Brie hosted a movie night at her local cinema.
- » Darach hosted a wine and cheese night with his friends.

### REWARD YOUR SUPPORTERS

- » Valerie ran free yoga classes for her donors.
- » Gavin gave away tickets to a play he was starring in.
- » Adam and his family cooked dinner for their donors.



# Your fundraising page

The first thing we'll do is help you to set up your own personalised fundraising webpage like this one where you can receive secure donations. Here you can share the details of your chosen micro-project, information about why you have chosen to fundraise, as well as what you're doing to raise the money.

You can then share your fundraising webpage with your family and friends through email or social media and watch the donations roll in!

Your fundraising page is a great place to keep track of how much money you've raised towards your target and enables you to receive money in all major currencies. You'll receive email alerts everytime you receive a donation online (which we can assure you is an awesome buzz!) and you can easily deposit any money you raise offline to contribute to your target.

The screenshot displays a fundraising page for 'Kai, Erica, Prerana & Vino' on the JustPeoples platform. The page features a progress bar indicating that \$2,794 has been raised towards a \$1,401 target. A photo of the fundraising team is shown, along with a description of their project: providing daily nutritious meals for Yee Kim and his classmates in Cambodia. A 'DONATE TO KAI, ERICA, PRERANA & VINO' section offers various donation amounts (\$15, \$25, \$50, \$100, and Other) and a 'LATEST DONATIONS' section listing recent contributions from Prerana (\$25), Artify (\$582), and Emily (\$50). A 'YEE KIM'S STORY' section includes a photo of a young boy and a 'READ MORE' button.

# Getting started

## 1. GET THE BALL ROLLING

Nobody likes to be first. Behavioural studies revealed that people are twice as likely to donate if they're not the first one. So it's always a good idea to get your fundraising off to a good start and **make the first donation yourself**.

## 2. START WITH YOUR CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. **Send some quick personalised messages to your inner circle** to build up some momentum.

## 3. REACH OUT TO WIDER CIRCLES

Next, reach out to other groups of potential supporters such as your **co-workers, extended family, former schoolmates or sports teams** by email. Emailing potential supporters means they will have the link to your fundraising page to hand and it'll be easy for them to donate. You can always ask them in person or over the phone to support you too!

## 4. NOW MOVE TO SOCIAL MEDIA

One of the best strategies to use on both Facebook and Twitter is to **make sure you thank and tag people who have already donated** while you're asking for new donations. This spreads your message further and lets the people you're asking know that people are already getting behind you.

## 5. RE-ENGAGE WITH EMAIL

Don't hesitate to **send a few follow up emails**. Use email to keep people up to date with your progress as you hit different milestones and state your impact so far (e.g. 50% raised – that's 3000 school lunches so far!; 75% raised – 9 months of education for a class of Cambodian kids!, etc.) You can then ask supporters to help you hit the next milestone.

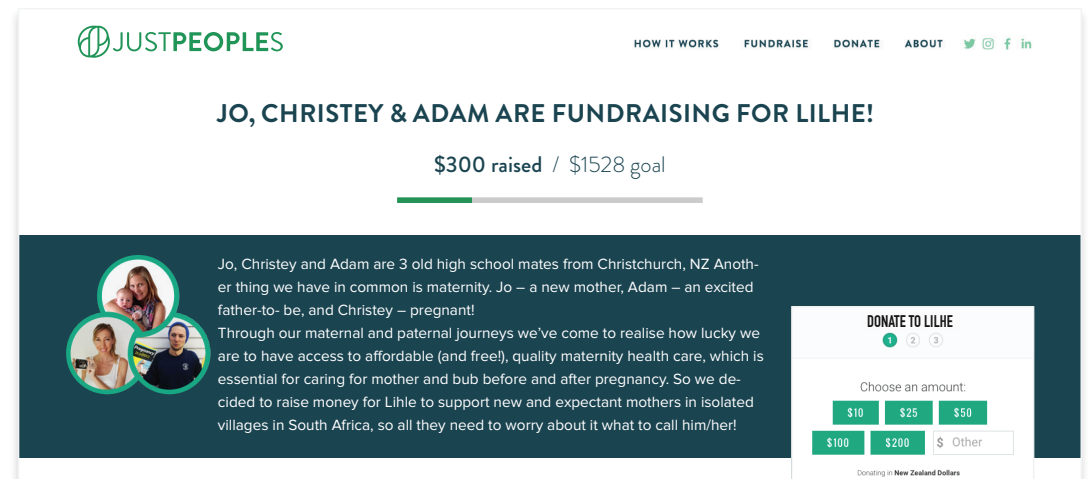
## 6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you **continue to share your progress** towards your goal.

# Give your supporters a reason to donate

## YOUR 'WHY'

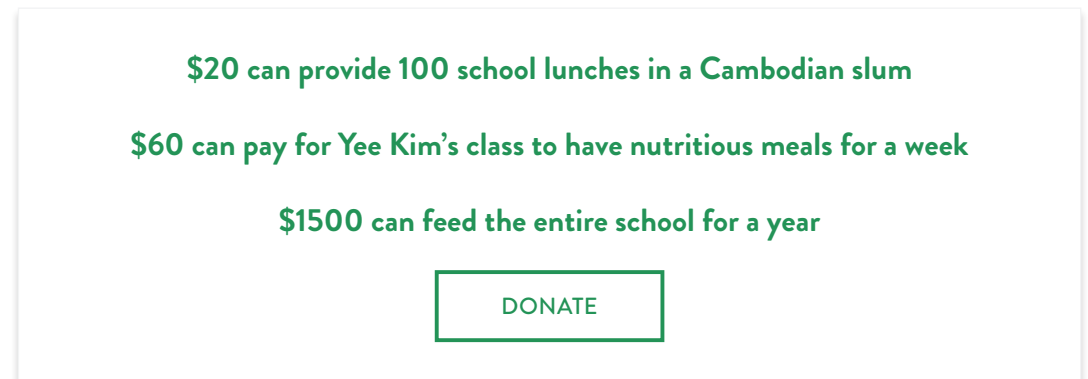
What makes Just Peoples really unique is that you can choose the people whose lives your fundraising efforts will change. The most important thing you can communicate to your potential donors is **why** you're fundraising. Let your family and friends know why supporting these people matters to you, that's what they care about most!



The screenshot shows a fundraising page for 'LILHE' on the Just Peoples website. At the top, the Just Peoples logo is on the left, and navigation links for 'HOW IT WORKS', 'FUNDRAISE', 'DONATE', and 'ABOUT' are on the right. The main heading reads 'JO, CHRISTEY & ADAM ARE FUNDRAISING FOR LILHE!'. Below this, a progress bar indicates '\$300 raised / \$1528 goal'. The central text area features three circular photos of the fundraisers and a paragraph explaining their story: 'Jo, Christey and Adam are 3 old high school mates from Christchurch, NZ. Another thing we have in common is maternity. Jo – a new mother, Adam – an excited father-to-be, and Christey – pregnant! Through our maternal and paternal journeys we've come to realise how lucky we are to have access to affordable (and free!), quality maternity health care, which is essential for caring for mother and bub before and after pregnancy. So we decided to raise money for Lilhe to support new and expectant mothers in isolated villages in South Africa, so all they need to worry about is what to call him/her!'. To the right, a 'DONATE TO LILHE' section includes a progress indicator (1, 2, 3), a 'Choose an amount:' prompt, and buttons for '\$10', '\$25', '\$50', '\$100', '\$200', and '\$ Other'. A note at the bottom of the donation section says 'Donating in New Zealand Dollars'.

## LET YOUR SUPPORTERS UNDERSTAND THEIR IMPACT

Tell your supporters the impact their donations can have. These personal touches help your potential supporters feel more connected to you and the cause you're supporting.



The graphic features three lines of text in green, each followed by a green-outlined 'DONATE' button. The text reads: '\$20 can provide 100 school lunches in a Cambodian slum', '\$60 can pay for Yee Kim's class to have nutritious meals for a week', and '\$1500 can feed the entire school for a year'.

## A few extra tips

### EMAIL IS BEST

When it comes to asking people for help, the more personal you can get, the better. If you ask a big disconnected group of people all at once, you can fall victim to the bystander effect. When you make a very general ask, people are less likely to act because they assume someone else will take care of it.

#### Make sure your email includes:

- » The story of the person you're fundraising for
- » Why you are fundraising/ why your micro-project is so important to you
- » What you want them to do: ie "Will you help me reach my goal by making a donation?"
- » A link to your fundraising page
- » Pictures!

### TIPS FOR SOCIAL MEDIA POSTS:

- » Posts with images tend to get more engagement, so include a screenshot or favorite picture from your micro-project
- » Include the link to your fundraising page
- » Ask people to share and retweet

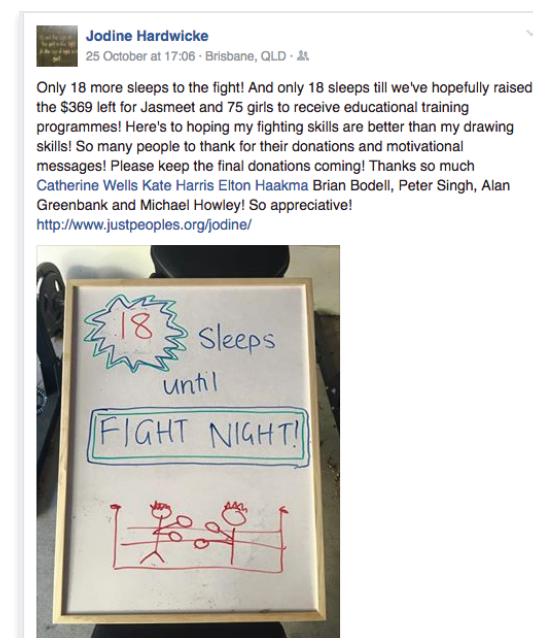
Don't worry about coming off as annoying or bothersome! Social media moves so fast that a single post can easily get lost or ignored. This is why you should post multiple times to each platform. To keep your appeal fresh, you can change up each post with slightly different information. You can reference how much progress you've made toward your goal, include details about why the cause matters to you, or how you're feeling about your upcoming challenge.

### COUNTING DOWN

A countdown of the final days of your fundraising campaign can help get people's attention. When you point out that time is running out, your appeal becomes more urgent and compelling.

You can also set weekly goals and communicate these to encourage people to donate earlier on in your fundraising

journey. Ie "I'm only \$35 away from reaching my goal of raising \$250 this week. Who wants to put me over the top?"



## Want to chat?

You are never alone! Just Peoples has a host of other awesome fundraisers who've faced the same challenges and victories as you. We can offer you free mentoring from one of our past fundraisers like Faye, who along with her partner Ben, has taken on two micro-projects and smashed her fundraising target both times! Faye and our other fundraising mentors are always happy to chat with you to support you on your fundraising journey.

Email [christey@justpeoples.org](mailto:christey@justpeoples.org) if you'd like to be put in touch with one of our inspirational mentors.



Faye and Ben raised \$1,235 for safe family planning for 20 women living in a slum in Cambodia, smashing their original target of \$430!

## A final note from a previous fundraiser:

"I was able to choose a project I really care about, which makes it super easy to promote to my friends, family and colleagues as a great cause to donate a few dollars to. It was obvious to them how enthusiastic I was about the project, and they therefore believed in it too. I was surprised by people's generosity, and received donations from some people I never expected to – thanks to this we managed to totally smash the original target and fund so much more than we had first thought.



Karen raised over \$5000!

Today I visited the classroom in Batam that we funded, met the teacher whose salary we paid for, and saw around 30 of the 59 students being educated in that room. To see the direct result of the fundraiser in front of me was breathtaking."

Read Karen's top fundraising tips [here](#).



## OK, YOU'RE ALL SET!

We're here to help you whenever you need  
so don't hesitate to get in touch.

Good luck!

*Jo, Christey & the team at Just Peoples*

[www.justpeoples.org](http://www.justpeoples.org)

