

FUM Fundraising Helpsheet

Fundraising for Projects

A convenient way to publicise your activity is to set up a fundraising webpage. This can be shared with Facebook or other social media sites. Donations can be made securely online and the Gift Aid collected and added automatically for donors who pay income tax.

We use the charitable website *MyDonate*, funded by BT, where a page <https://mydonate.bt.com/charities/fum> has been created publicising FUM.

Login / Registration

- On the FUM page (above) click **Start fundraising** > then **Create my challenge** >
- Login if you are already registered
- If not already registered click **Register a personal account**, then fill in your details and click **Create personal account**. This takes you to **Start Fundraising** page.

Creating your fundraising page

- Fill in the top section about your fundraising activity
- Choose a suitable **web page address** eg **jamesbloggs**
- Select '**Yes**' to **searchable on MyDonate?**, then '**No**' to **link to fundraising team?**
- In next section '**Gift Aid and charity support**' click '**Yes**' on first line, then '**No**' on second line.
- Choose a suitable page title
eg **Help us build a school in Tanzania**
- Then add text about you and your project.
- Enter a strapline
eg **Help me support projects in Tanzania**
- Enter your challenge title eg **Staplehurst 10K Race**
- Enter challenge details ie what it involves you doing
- Upload a main image (relating to Tanzania)
- Add Flickr and/or YouTube links if any
- Enter **target amount** if wanted
- You can leave the **offline donations received** at zero for now (you can add amounts later if any received)
- Decide **Notifications** wanted.
- Finally click **Publish !!**

For the James Bloggs example above the fundraiser page would be mydonate.bt.com/fundraisers/jamesbloggs

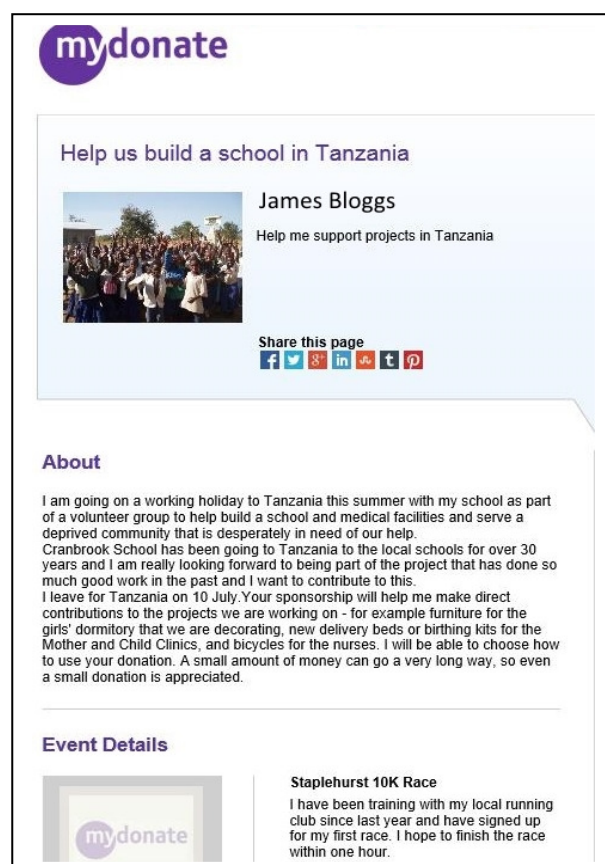
Your page will have the same form.

You can return to your page at any time and edit it if needed (will need to login first).

Link your fundraising page to Facebook etc

If you have a Facebook account you can use it to tell friends about your fundraising project.

You can also create an external link (copy and paste your web page address) to take them from Facebook to your fundraising page, where of course they can make a donation !



The screenshot shows a MyDonate fundraising page. At the top is the MyDonate logo. Below it is the title 'Help us build a school in Tanzania'. The fundraiser's name is 'James Bloggs' and the strapline is 'Help me support projects in Tanzania'. There is a photo of a group of people. Below the photo are social media sharing icons for Facebook, Twitter, Google+, LinkedIn, and Pinterest. The 'About' section contains the following text: 'I am going on a working holiday to Tanzania this summer with my school as part of a volunteer group to help build a school and medical facilities and serve a deprived community that is desperately in need of our help. Cranbrook School has been going to Tanzania to the local schools for over 30 years and I am really looking forward to being part of the project that has done so much good work in the past and I want to contribute to this. I leave for Tanzania on 10 July. Your sponsorship will help me make direct contributions to the projects we are working on - for example furniture for the girls' dormitory that we are decorating, new delivery beds or birthing kits for the Mother and Child Clinics, and bicycles for the nurses. I will be able to choose how to use your donation. A small amount of money can go a very long way, so even a small donation is appreciated.' The 'Event Details' section shows the title 'Staplehurst 10K Race' and the text: 'I have been training with my local running club since last year and have signed up for my first race. I hope to finish the race within one hour.'

Receiving donations from supporters

FUM can receive donations in two ways

1. Online using a credit or debit card
2. By cheque

1. **Online donations** via MyDonate website

This is by far the easier way to donate and means that Gift Aid (if eligible) can be collected automatically.

The BT computing and security system used for MyDonate are also used to run *Children in Need* and *Disasters Emergency Committee Appeals* so are very safe and have been very well tested.

NB to support a specific fundraiser then donations must be made from that fundraiser's page.

This is so that the FUM Treasurer can identify donations for specific projects.

A specific fundraiser's page can be found in three possible ways.

1. From the fundraiser's page web address eg mydonate.bt.com/fundraisers/jamesbloggs , or
2. By searching the MyDonate FUM page mydonate.bt.com/charities/fum for the fundraiser. Enter the fundraiser's name eg James Bloggs in the 'Sponsor a Fundraiser' box, or
3. From the fundraiser's link on Facebook (or other site)

*NB All the money donated plus any Gift Aid goes to the project, apart from card fees at cost.
BT MyDonate takes no commission and charities pay no charges (unlike with JustGiving)
Card fees are 15p for debit cards, and around 1.3% for credit cards*

2. **Donations by cheque**

Cheques payable to 'Friends of Urambo & Mwanhala' should be sent to:

FUM Hon Treasurer, Dr Nick Vinall, Shrewsbury Cottage, Bakers Cross, Cranbrook, TN17 3JW

The donor should include a note to say which fundraiser is being sponsored.

Gift Aid To receive a Gift Aid Form by post the donor must include a postal address or email address. It can also be downloaded from the FUM website

Lastly When the cheque is received Dr Vinall will notify the fundraiser by email. The fundraiser can then login to their fundraising account and add the cheque amount to 'Offline Donations'. It will then get added to the fundraiser's total raised.