

Fundraising Platforms: How to guide



How to set up a fundraising event using Eventbrite and JustGiving

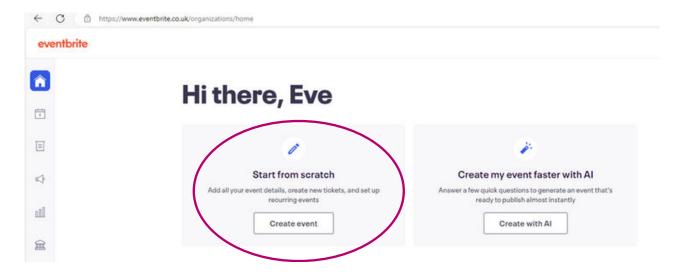
There are three main ways to fundraise from a class or an event:

- 1. Set a standard ticket price that people pay to attend and donate the proceeds (you could also donate a percentage of proceeds).
- 2. Set a 'suggested' donation amount per attendee to be paid ahead of attendance.
- 3. Set an optional donation amount to be paid per attendee ahead of attendance or on the day.

To help you raise as much as possible from your event/class, we recommend setting a fixed price ticket (option 1). This amount (or a percentage of it) can then be donated via bank transfer. The easiest way to accommodate options 1 and 2 are via **EventBrite**.

How to set up your event on EventBrite

STEP 1: Click 'Create event' to get started.





STEP 2: Here you can include all the details of your event: the date, time, location. We recommend personalising and including details of why you have chosen to host this class/event to fundraise for Women's Aid.

Good introduction information to include would be:

- Key stats about domestic abuse (see below!)
- This is why I'm holding a fundraiser for Women's Aid. Every penny will go towards keeping women and children safe.
- Just £10 can fund 1 life-saving conversation between a survivor and a professional support worker on their Live Chat.
- [XXX%] of the proceeds will be going to Women's Aid.

Event details:

- [NAME] of the class and [DATE] of the event
- The class will be take place at [NAME OF VENUE] from [TIME OF EVENT] and will be hosted by [YOUR NAME].
- Please bring [include whatever is needed]
- The class is for [ABILITY LEVEL].
- There are [NUMBER OF SPACES] available so grab yours before they go!

Other useful info to include:

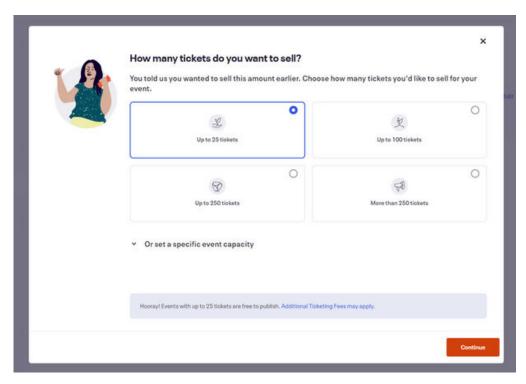
Adding some FAQs and an 'agenda' of the event (this might be useful if you are hosting a variety of activities over a longer period of time). Consider any questions that people might have, and add to the FAQ's - as it could save you time later.

Did you know:

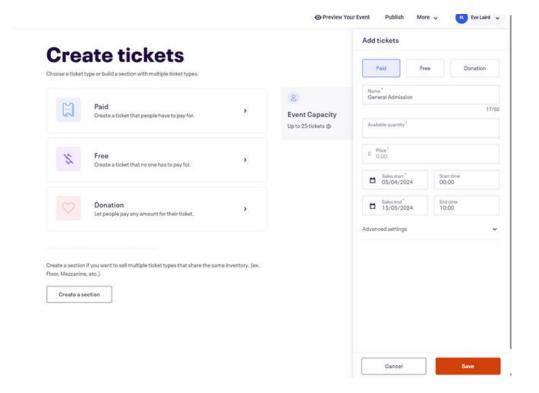
- The police receive over 100 calls an hour relating to domestic abuse.
- 1 in 4 women over the age of 16 will experience domestic abuse.
- On average at least one woman a week is killed by male partner/ex partner.
- Almost half of women in refuge services reported feeling depressed or having suicidal thoughts as a direct result of the domestic abuse they had experienced.



STEP 3: You will be given the option to select the number of tickets you want to sell. If your venue has a specific capacity, be sure to not over-sell the space as it could make the event unsafe or uncomfortable for attendees.



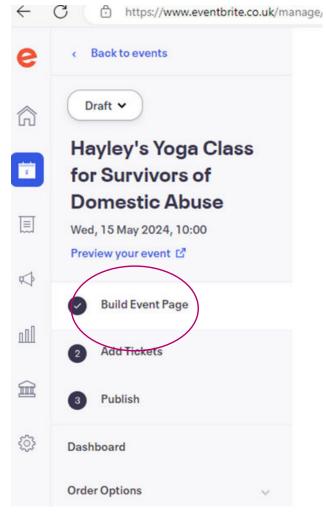
STEP 4: The next section is where you have to decide how you would like to fundraise and how you would like attendees to pay.



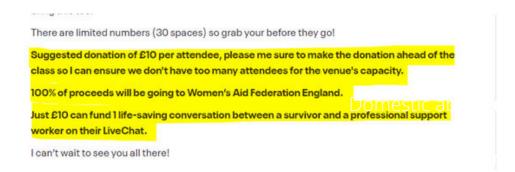
If you are selecting option 1 (set a standard ticket price that people pay to attend and donate the proceeds), click the 'paid' option and fill in the price of your tickets, how many you have available and when you would like them to go on sale.

If you are picking option 2 (Set a 'suggested' donation amount per attendee to be paid ahead of attendance), click the 'Donation' option, how many you have available and when you would like them to go on sale.

Importantly for this option, you must then 'save' your changes and click back into the 'build your event page' section via the sidebar.



Then you can go back in and add some details of the suggested donation amount and what percentage of which will go to Women's Aid. This may be 100%, 50% or a flat rate (i.e. for every ticket sold I will donate £8). Remember the more you donate, the bigger impact you will have on our life-saving services.





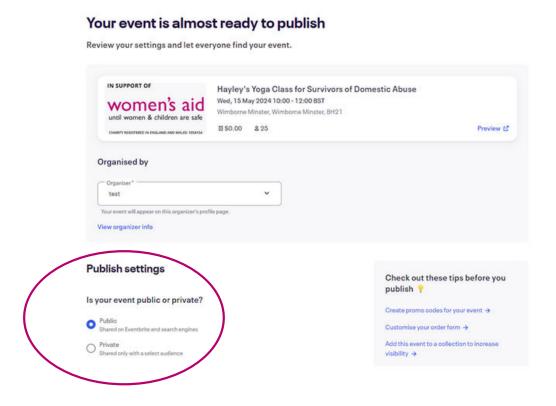
If you have chosen option 3 for your class/event (set an optional donation amount to be paid per attendee ahead of attendance.) You can choose to not include any information on a suggested donation price in the description for your event and just encourage people to 'donate what they can'.



If you still have questions check out Eventbrite's full instructions on setting up donation tickets. Note – to comply with the law and Fundraising Regulations you must donate the portion of money that you state to your supporters.

STEP 5. Once you have completed the tickets step, click 'next'. Then fill in if you would like your name/login details under the 'organiser' section. Then decide if you would like your class/event to be open to the public or a private group.

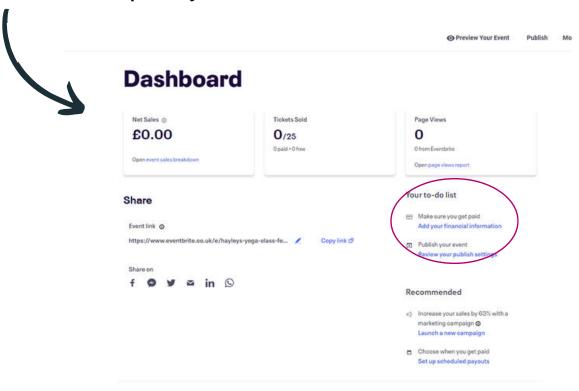
Safety Note – if your event is made private, you can only share this with a select audience of your choosing (i.e. who you send the link to). If it is public, it will be visible to the general public who are searching for events via Eventbrite and other search engines. Please be aware of safety when sharing your location.



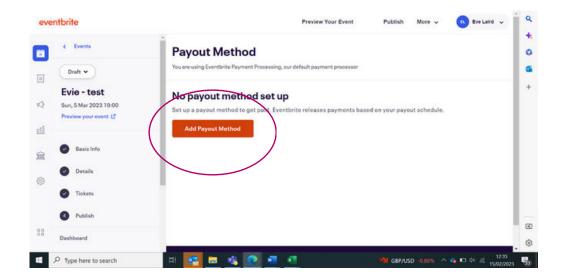
STEP 6. Now click 'publish'! The event will be live!



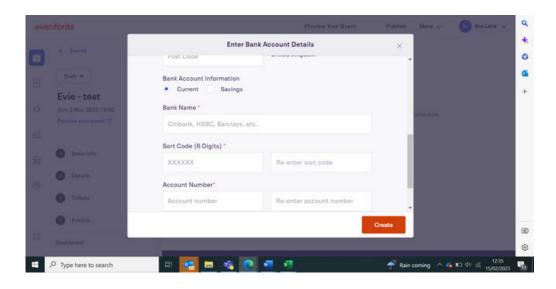
STEP 7: Your page is set up, now make sure you add your bank details. Click on the Dashboard area and there should be an option to 'Add your financial information' here you can add your bank details to ensure income from your event will be paid to you



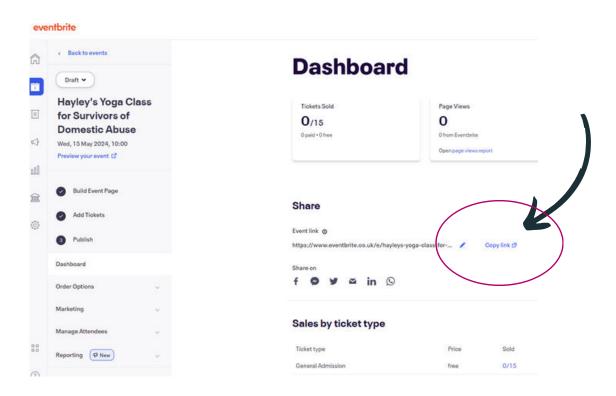
Under Dashboard>Payment & Tax>Payout Method. You must 'add payout method', i.e you details and Eventbrite will release payments based on the bank details and payout schedule.







STEP 8: You've now finished and you can get promoting! If you click on the 'Dashboard' and 'copy link' you can copy and paste the link to your event and share far and wide!



If you haven't already, please drop an email to our friendly team at fundraising@womensaid.org.uk - we will be on hand to provide you dedicated tips and support to ensure you have everything you need.

After your event, it's easy to transfer what you have raised to Women's Aid. Get in touch with us and we will be able to provide details of how to do this.



How to set up your event on JustGiving

You can also use JustGiving to setup a fundraising class/event, however it does not have the same 'ticket' functionality as Eventbrite. Therefore, we advise if you have venue capacity limitations, or you are hoping to guarantee income/donations from your event, this method may not be the most suitable option.

JustGiving does, however, act as a great way of explaining what you are doing, provide some info about Women's Aid and provides a safe and easy way for people to donate.

You can set up a page here.

If you do decide to use JustGiving to promote your event, the steps are simple to follow.

Some tips to remember:

- Personalise your fundraising page.
 - We suggest swapping out the photos for some that are more relevant to you or your fundraiser.
 - You can also use the description box to let your network know why you are fundraising, details of the event and why it is important to you. As well as keep them updated on your progress.
- Fundraisers who donate to their own page first raise 120% more than those who don't, so why not make a donation to your own page or ask a close family member or friend. This will help set the tone for other donations.
- Include all the details of your event in the description box including whether you have set a suggested donation.



Safety Note: once the details of your event are on JustGiving, they will be visible to the general public who are searching for events via JustGiving and other search engines. Please be aware of safety when sharing your location.

If you need to try and keep tabs on who is attending, make sure you request that people to not donate anonymously. This way you can read the names of who has donated to write a register for the class.



How to handle money correctly

If you are collecting any money on the day, it is important to put controls in place to make sure the money goes towards meeting your charity's aims. You should make sure that:

- All collection boxes are regularly opened, and the contents counted.
- At least 2 people are involved in handling and recording the money received.
- All cash you collect is banked by your charity as soon as possible without deducting expenses.
- The same is to be done for money that is transferred into a personal account but has been donated to be given to charity. A bank transfer donation should be made as soon as possible if using EventBrite. Money donated to JustGiving will be transferred automatically.



- If you have any questions, need some advice, or want to talk about your fundraising, get in touch with us at: fundraising@womensaid.org.uk
- Follow us on social media and keep us updated about your plans!



Twitter



Facebook



<u>Instagram</u>



TikTok



<u>LinkedIn</u>

