



# How to sign up for the SBTF's Giving Tuesday 2021 campaign

## CREATE YOUR PAGE

1. Visit our homepage at <https://www.justgiving.com/campaign/sbtfGivingTuesday2021>
2. Click on Start Fundraising (orange button on right side of page near top)



3. Create your JustGiving account by filling in your name, email and a password, then clicking submit. (We recommend opting out of JustGiving emails.)

A screenshot of the 'Sign Up' form on JustGiving. The form has a title 'Sign Up' and a profile picture icon. It contains four input fields: 'First name', 'Last name', 'Email', and 'Create password'. There is a 'Show' link next to the password field and a 'Help' button in the bottom right corner.

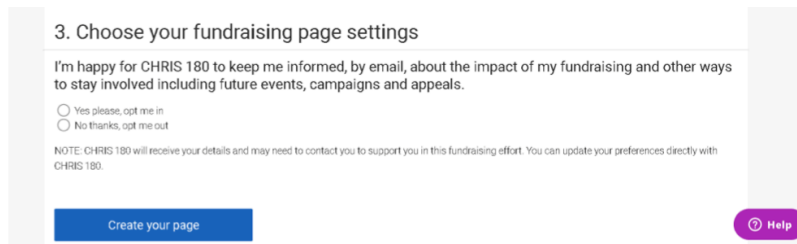
4. Fill in your address (You are required to fill out Address Line 1 and Town/City/Suburb but can leave rest blank if you prefer) and submit.

A screenshot of the 'Complete your profile' form on JustGiving. The form is overlaid on a background image of various items like a bicycle, a map, and a blue tank top with the number '1662'. The form fields include: 'Country' (dropdown menu showing 'United States of America'), 'Address Line 1', 'Address Line 2 (optional)', 'Town / City / Suburb', 'County / State / Territory (optional)', and 'Postcode (optional)'. There is a 'Help' button in the bottom right corner.

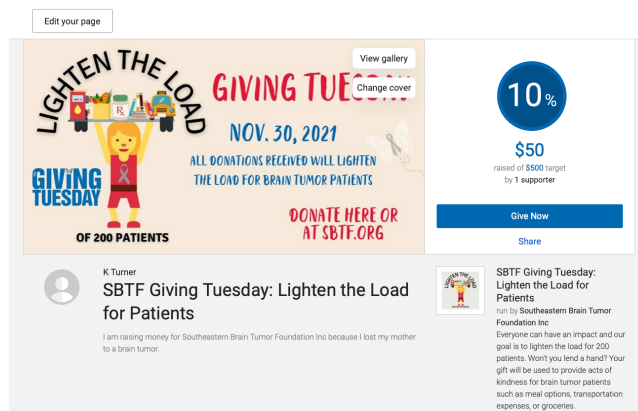
- Next, If you are fundraising in memory of someone, choose that option, otherwise choose skip this step.
- If you would like to change your fundraising page web address, you can do so here. It will default to an address based off your first and last name. You are welcome to change it, but leaving it as-is should be fine.



- Choose whether or not you would like to opt in to Southeastern Brain Tumor Foundation (SBTF) emails. We recommend that you do so that we can provide you with updates on your campaign and other information. Then click create your page.



- If you don't want to make any changes, this is your fundraising page, fully set and ready to share! The default fundraising goal is set at \$500 and your default page will include pre-populated images and text.

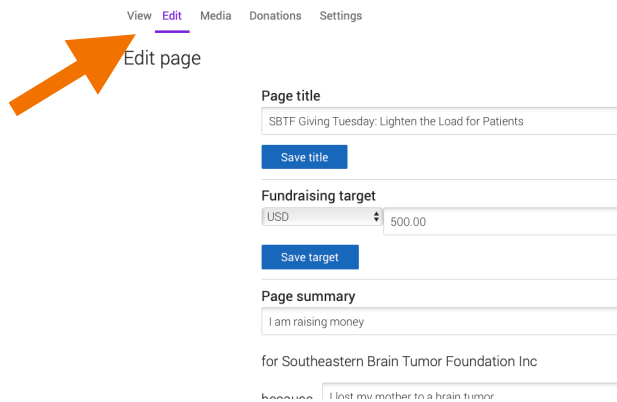


**Steps 9-18 are information about OPTIONAL steps to customize your page, including adjusting your fundraising goal. If you don't wish to customize your page, skip to Step 18 (Page 5).**

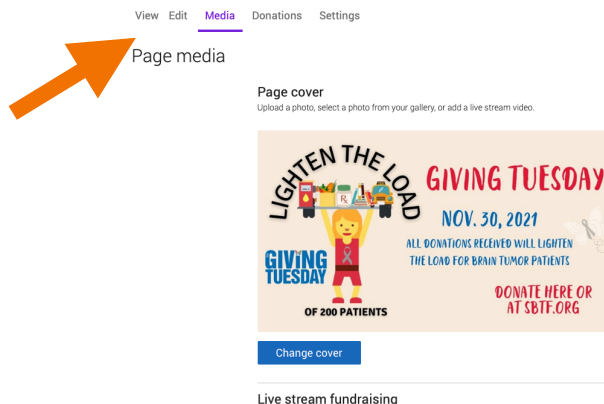
9. We recommend taking a few minutes to personalize your page by clicking the “Edit your page” button. You can log in at any time to make edits and post updates to your fundraising page.



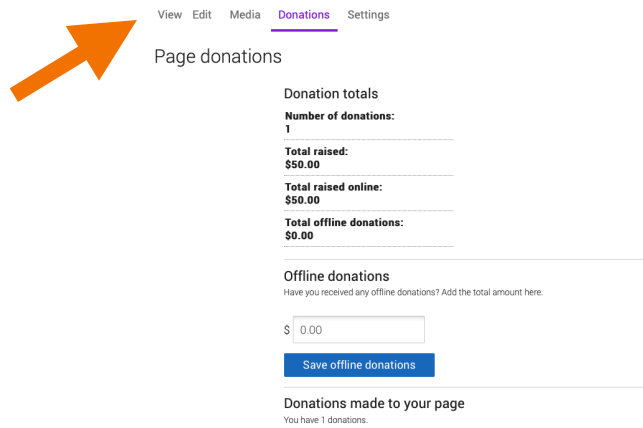
10. This page includes a lot of options to customize your page. You can change the Title, Fundraising Target, Page Summary and Story from the “Edit” tab. You can use anything that is auto-populated or change to share your personal story and images. Be sure to save your changes.



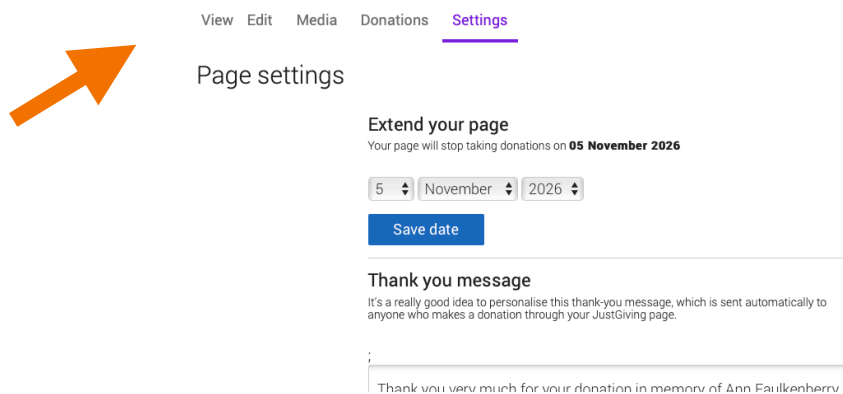
11. Changing to the “Media” tab, you can edit the Page Cover, manage Live Streams, Add Photos, and download GIFs for sharing on social channels.



12. Changing to the “Donations” tab, you can see your total number of donations, enter offline donations (cash or checks you have received and will be sending in to the SBTF), and download a donations report.

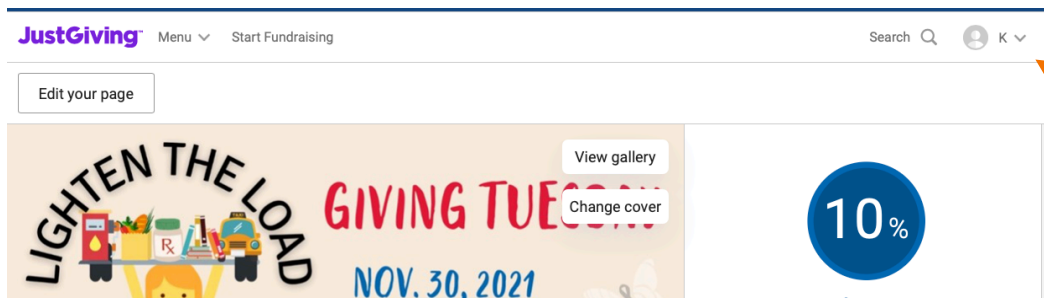


13. Changing to the “Settings” tab, you can extend your Fundraiser’s end date, compose an automatic Thank You message, and more.

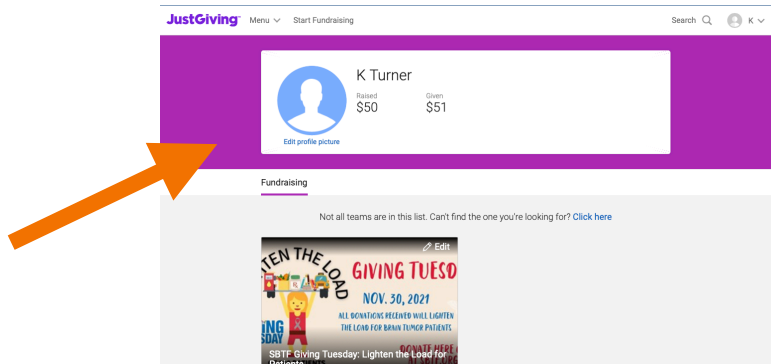


14. When finished editing your page, Click “View” in the top menu bar to return to your personal fundraising page.

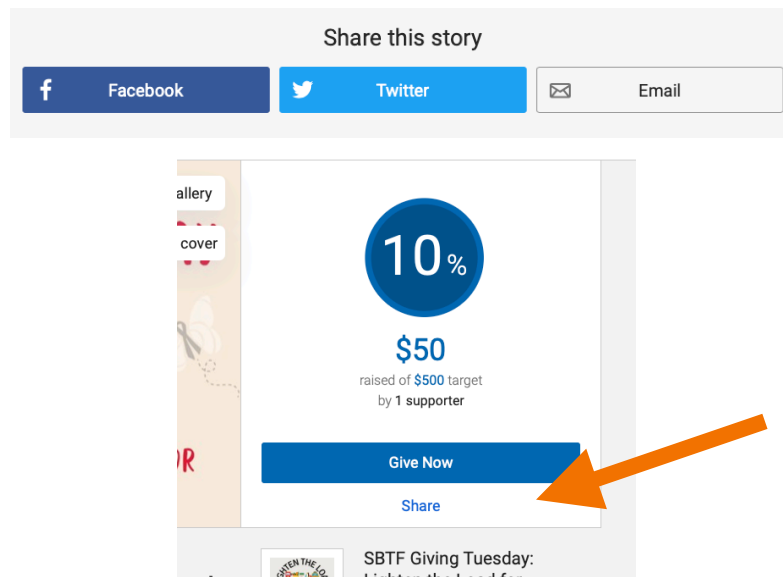
15. If you would like to customize your profile picture that is shown on your page, click on your name in the top right corner and then click “Profile” on the drop-down menu that appears.



16. Click on the icon and upload a picture of yourself. A square format will display best.



17. Click on your Giving Tuesday campaign box underneath your new profile picture to see your updated page. You can always come back, log in to your page and share updates or make changes.
18. From your fundraising page, scroll down and click “Share this Story” buttons to immediately share your Giving Tuesday page via Facebook, Twitter or email. If you view your page on your phone, you will also see options to share via text or WhatsApp. You can also share using the hyperlink below your “Give Now” button at the top of the page.



Sometimes when you share to Facebook, Facebook will ask if you want to start a Facebook-specific fundraiser. **Please do NOT do this.** One of the advantages of this platform is that you can see your progress and donations made. Facebook-specific fundraisers will not be included in that data.

**YOU ARE FINISHED! Continue reading for sample communication ideas for email and social media channels!**



# SAMPLE COMMUNICATIONS

**Your fundraiser is set up, now what? Share, share, share, and ASK!**

## **ANNOUNCEMENT #1: GIVING TUESDAY CAMPAIGN**

**Send:** Right after you've completed setting up your fundraising page.

Get the word out to everyone you know to help you reach your fundraising goals and let them know about the Southeastern Brain Tumor Foundation's goal to help 200 patients. The more you share, the more you'll raise!

• **Email:**

- Subject Line: Giving Tuesday is almost here: will you help lighten the load for brain tumor patients?
- Body: Hey, [NAME]! I've signed on to become a fundraiser for the Southeastern Brain Tumor Foundation (SBTF) for Giving Tuesday (Nov 30), and could really use your help. I'm committed to helping the SBTF raise [GOAL] to help lighten the load for brain tumor patients. This year has been a tough one. Every donation, large or small, makes a difference — just \$25 can provide an act of kindness to a patient through grocery delivery, meal options or transportation expenses. Do you want to help make a brain tumor patient's day? Please visit my fundraising page at [LINK] and make a donation today! Thanks so much for your support!

• **Twitter:**

- Hey friends, I've signed on to help @sbtfoundation raise funds to lighten the load for brain tumor patients. Make a difference today! [LINK] #GivingTuesday #sbtforg

• **Facebook:**

- Hey friends, I've signed on to help @southeasternbraintumorfoundation raise funds to lighten the load for brain tumor patients. This campaign offers meal options, transportation assistance and other acts of kindness to current patients. Make a difference and donate today [LINK] #GivingTuesday #sbtforg

• **Instagram:**

- I've signed on to help @sbtforg raise funds to lighten the load for brain tumor patients. Help me make a lasting impact! Please share with your family and friends and donate today! Link in Bio to give! #GivingTuesday #sbtforg *(update your Instagram bio link to reflect your fundraising campaign page)*

## ANNOUNCEMENT #2: HALFWAY TO GOAL

**Send:** When you are midway to meeting your fundraising goal, share your accomplishment!

You are halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals (you can also share an update directly on your fundraising page).

Be sure you are sending Thank You messages to your donors- see the last Announcement for sample verbiage.

- **Email:**

- Subject Line: Only [AMOUNT LEFT TO GOAL] left to go!
- Body: [NAME], can you believe it? I'm halfway to reaching my personal fundraising goal of [GOAL AMOUNT] raised for the Southeastern Brain Tumor Foundation! All the money raised will help the SBTF lighten the load for brain tumor patients. With our support, they will provide meal options, grocery delivery, transportation assistance and other acts of kindness for current patients. Will you help me get closer to my goal my making a donation? Visit [LINK] today. If the SBTF's mission speaks to you, please consider starting your own fundraising page to help them reach their goal more quickly!

- **Twitter:**

- We are halfway there! Only [AMOUNT LEFT TO GOAL] more to go to meet my fundraising goal to help @sbtfoundation lighten the load for brain tumor patients. [LINK] #GivingTuesday #sbtforg

- **Facebook:**

- We're halfway there! Only [AMOUNT LEFT TO GOAL] more to go to meet my fundraising goal to help @southeasternbraintumorfoundation raise funds to lighten the load for brain tumor patients. This campaign offers meal options, transportation assistance and other acts of kindness to current patients. Help me get all the way there and share/donate today: [LINK] #GivingTuesday #sbtforg

- **Instagram:**

- We're halfway there! Only [AMOUNT LEFT TO GOAL] more to go to meet my fundraising goal to help @sbtforg lighten the load for brain tumor patients. Help me get all the way there and share/donate today! Link in Bio to give! #GivingTuesday #sbtforg *(update your Instagram bio link to reflect your fundraising campaign page)*

## ANNOUNCEMENT #3: LAST PUSH

**Send:** On Giving Tuesday, November 30. It is the last push!

Today is the day! Your social networks will be filled with charities looking to make the most of the day. Be sure your messages get seen by tagging and directly sending your appeal. (You can also share an update directly on your fundraising page)

Be sure you are sending Thank You messages to your donors- see the last Announcement for sample verbiage.

- **Email:**

- Subject Line: Today is the day! Will you help?
- Body: Hi [NAME], Believe it or not, I've raised [AMOUNT RAISED] for the Southeastern Brain Tumor Foundation and I'm only [AMOUNT LEFT TO GOAL] away from reaching my goal! This money WILL change lives. If you haven't donated yet, please donate now! If you've already donated, consider one more gift: share this link [SITE LINK] with your family, friends and social networks. Imagine how much more can be accomplished if everyone joins in!

- **Twitter:**

- I've already raised [AMOUNT RAISED] of my [GOAL] goal to help @sbtfoundation lighten the load for brain tumor patients. Today is #GivingTuesday and I need your help, so donate now! [LINK] #sbtforg

- **Facebook:**

- I've already raised [AMOUNT RAISED] to help @southeasternbraintumorfoundation — SO close to the goal! Today is #GivingTuesday and I need your help, so donate now! [LINK] #sbtforg

- **Instagram:**

- I've already raised [AMOUNT RAISED] to help @sbtforg lighten the load for brain tumor patients. I am SO close to goal. Today is #GivingTuesday and I need your help, so donate now! Link in Bio to give! #sbtforg *(update your Instagram bio link to reflect your fundraising campaign page)*



## ANNOUNCEMENT #4: GOAL ACHIEVED OR CAMPAIGN END

**Send:** When the campaign ends or you have achieved your goal.

Even if you don't reach your goal, you should thank your donors for their support and be excited — you ARE making an impact with every single dollar. This tone should be congratulatory and should thank your network for their contributions of donations and or shares of the campaign. This is also a great way to share the impact of their support. (You can also share an update directly on your fundraising page)

Be sure you are sending Thank You messages to your donors- see the last Announcement for sample verbiage.

- **Email:**

- Subject Line: We did it!
- Body: [NAME], with your help and support, I raised [AMOUNT RAISED] for the Southeastern Brain Tumor Foundation! I can't thank you enough. The SBTF will now be able to offer acts of kindness to current brain tumor patients. I hope you feel good about your contribution because I sure appreciate it, and I know the SBTF does too. World change happens one person at a time, and I'm happy we were able to make a difference together. If you would like to know more about what your gift supports, visit [sbt.org](http://sbt.org)! Thank you so much for helping to make such a big difference!

- **Twitter:**

- We did it! Thank you all who helped me reach my fundraising goal of [GOAL] goal for @sbtfoundation. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [LINK] #GivingTuesday #sbtforg

- **Facebook:**

- We did it! Thank you all who helped me reach my fundraising goal of [GOAL] for @southeasternbraintumorfoundation. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [LINK] #GivingTuesday #sbtforg

- **Instagram:**

- We did it! Thank you all who helped me reach my fundraising goal of [GOAL] for @sbtforg. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Link in Bio to see what we did! #sbtforg #GivingTuesday *(update your Instagram bio link to reflect your fundraising campaign page)*

## **ANNOUNCEMENT: THANK YOU (Send immediately)**

**Send:** As soon as you see that someone has given, say THANK YOU!

You will be able to see the supporters for your fundraiser through your campaign site, and whenever you get a donation, you should make sure to say thanks! There is no need for a long message, just enough to show them you saw their gift and to express gratitude. Choose one method, text or email, but probably not both.

- **Email:**

- Subject Line: Thank you so much!
- Body: [NAME], thank you so much for the gift you made to my fundraiser for the Southeastern Brain Tumor Foundation! It really means a lot to me to have your support. I truly believe we can make a difference together, and this is how it happens. If you want to learn more about what your gift is doing, check out [sbtbf.org](http://sbtbf.org). You are the best. Thanks!

- **Text:**

- I just saw the gift your made to my fundraiser for the SBTF! Thank you so much!