

**Online Fundraising Guide – Just Giving**

Thank you so much for choosing to fundraise for us!

However you choose to fundraise, we and Just Giving will be there to support you. Cruelty Free International Trust (1081183) is a sister organisation of Cruelty Free International, which means, as a registered charity we can claim Gift Aid on any money fundraised for them.

We’d love for you to get involved, and with any luck, this guide should help with the basics of Just Giving and get you started on your fundraising journey.

First of all, you need to set up a page on the Just Giving website, you can find our page here: <https://www.justgiving.com/crueltyfreeinternational>

 A bit about you. Let people know why you’re fundraising, and what you’re planning to do. If you’ve got a personal story relating to animals, tell it!

 Use images! Include a photo of you, your pet, your friend’s pet, or anything which gets people enthusiastic for the challenge you’ve set.

 Two’s company. If you’d like some support on your challenge, ask around. It’s likely a friend or family member will fancy the challenge too.

 Keep people updated. Let those who have supported you on Just Giving know how preparation for the challenge is going, any time or venue changes, and how they can get involved on the day.

 Share and share a ‘like’. Spread the word on social media, so that others get the chance to hear about your challenge and donate.

Find us on social media so we can support you too!

/CrueltyFreeInternational

 @CrueltyFreeIntl

If you need any help with Just Giving please do get in touch, we’d be happy to help: info@crueltyfreeinternational.org - 0207 700 4888.



