

# #NotAlone

PEER-2-PEER FUNDRAISING CAMPAIGN

# 1. Setting up your fundraising page

# STEP 1

Go to:

[justgiving.com/campaign/notalone](https://justgiving.com/campaign/notalone)

Click Start Fundraising.

**Bethany** CHRISTIAN SERVICES Start Fundraising JustGiving Juan

**\$0**  
raised by 0 supporters

Donate

Share on Facebook

**Bethany** **#NOT ALONE** Bethany Christian Services Inc

### #NotAlone: COVID-19 fundraiser for vulnerable children and families

The COVID-19 pandemic is a major disruptor to our lives, but even more for our most vulnerable children and families who are in need of desperately needed services and resources, letting them know they're #NotAlone during this crisis.

Charity Registration No: 381405282

**Be a fundraiser**  
Create your own fundraising page and help support this cause

**Start Fundraising**

#### Story

The coronavirus outbreak is increasing the vulnerability of children and families who were already in high stress situations like kids in foster care, parents facing unexpected pregnancies, parents with substance abuse issues, and refugees. That's why Bethany is stepping up in new ways, using virtual technology to connect with our existing families and recruit new foster and adoptive parents.

**We need your help now more than ever to show kids and families they're #NotAlone**

**No fundraisers yet**  
Start fundraising to get the campaign going

**Start Fundraising**

## STEP 2

Sign up for JustGiving by creating a free account.



## Sign Up

First name

Last name

Email

Create password

 [Show](#)

We want to send you brilliant emails to keep you in the loop about the causes you love and latest fundraising news.

- Yes please, opt me in to JustGiving emails  
 No thanks

[Sign up](#)

By clicking 'Sign up', you are agreeing to our [terms of service](#) and [privacy policy](#).

## STEP 3

Select Doing your own thing.

(or the option that best suits why you are fundraising)

**Bethany** CHRISTIAN SERVICES

**JustGiving**

You're raising money for  
**#NotAlone: COVID-19 fundraiser for vulnerable children and families**  
run by **Bethany Christian Services Inc**

What are you doing?

- Taking part in an event**  
From a marathon, triathlon or charity bike ride to a sponsored walk or trek. Raise money for any official event.  
**Organised event**
- Celebrating an occasion**  
Use your special day for donations rather than wedding gifts.  
**Personal occasion**
- Remembering someone**  
Pay tribute to a loved one by collecting donations for a cause they cared about.  
**In memory**
- Doing your own thing**  
Shave your head, give up chocolate, do something unique...  
**Personal challenge**

Popular events

- Sep 5 2020** Edinburgh Marathon Festival 2020  
Running / marathons
- Oct 4 2020** London Marathon 2020  
Running / marathons
- Oct 11 2020** Manchester Marathon 2020  
Running / marathons

## STEP 4

Under “Tell us about your event,” select:  
an appeal for a charity

(or the option that best fits your needs).

Fill out the other steps, and then click Create your page.

You're raising money for  
**#NotAlone: COVID-19 fundraiser for vulnerable children and families**  
run by Bethany Christian Services Inc

### 1. Tell us about your event

- Please select an event
- a personal swim
  - ✓ a personal run / marathon
  - a personal trek
  - a personal walk
  - a personal cycle
  - a personal triathlon
  - a personal parachute / skydive
  - a personal streaming / gaming event
  - an appeal for a charity**
  - an appeal for an individual
  - an appeal for a company
  - something else

### 2. Choose your fundraising page web address

www.justgiving.com/fundraising/

Juan-Fernandez

### 3. Choose your fundraising page settings

I'm happy for Bethany Christian Services Inc to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

- Yes please, opt me in  
 No thanks, opt me out

NOTE: Bethany Christian Services Inc will receive your details and may need to contact you to support you in this fundraising effort. You can update your preferences directly with Bethany Christian Services Inc at any time.

Create your page

## STEP 5

### Congratulations!

You've now created your fundraising page and are ready to start raising funds for our #NotAlone campaign!

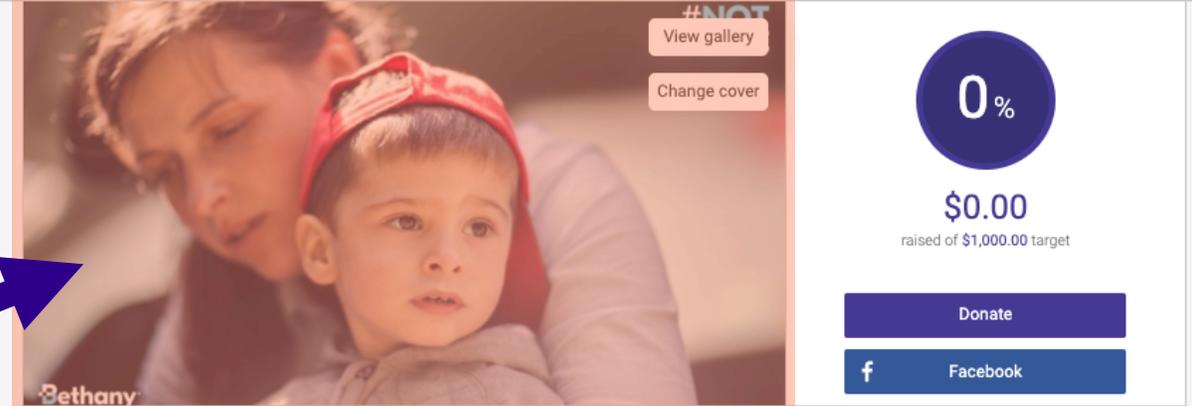


The screenshot shows a Facebook fundraising page for the #NotAlone campaign. At the top, there is a cover image of a woman holding a child, with a 'View gallery' button and a 'Change cover' button. A progress indicator shows 0% raised of a \$1,000.00 target, with a 'Donate' button and a 'Facebook' button below it. The fundraiser is created by Juan Fernandez, with the title 'Help the most vulnerable during the coronavirus crisis'. The description states: 'I am raising money to help vulnerable families for Bethany Christian Services Inc because everyone deserves love and support'. There is a 'Create a team' link. On the right, a box contains the campaign title '#NotAlone: COVID-19 fundraiser for vulnerable children and families', the organization name 'Bethany Christian Services Inc', and a description of the pandemic's impact. Below this is the charity registration number '381405282'. The 'Story' section contains a paragraph about Bethany's work with vulnerable families. Below the story are 'Share this story' buttons for Facebook, Twitter, and Email. The 'Updates' section has a 'Post an update' form with a character count of 550 and a 'Post' button. On the right side, there is a 'No supporters yet' section with a 'Donate' button and a placeholder for a supporter's profile.

# GET TO KNOW YOUR FUNDRAISING PAGE

You can customize most of your page content:

- Cover image(s)
- Title & subtitle area
- Story
- Updates



#NOT

View gallery

Change cover

0%

\$0.00

raised of \$1,000.00 target

Donate

Facebook

Bethany

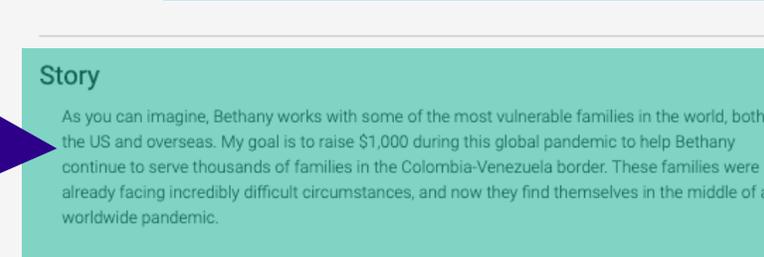


Juan Fernandez

## Help the most vulnerable during the coronavirus crisis

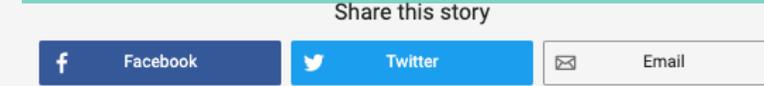
I am raising money to help vulnerable families for Bethany Christian Services Inc because everyone deserves love and support

Create a team



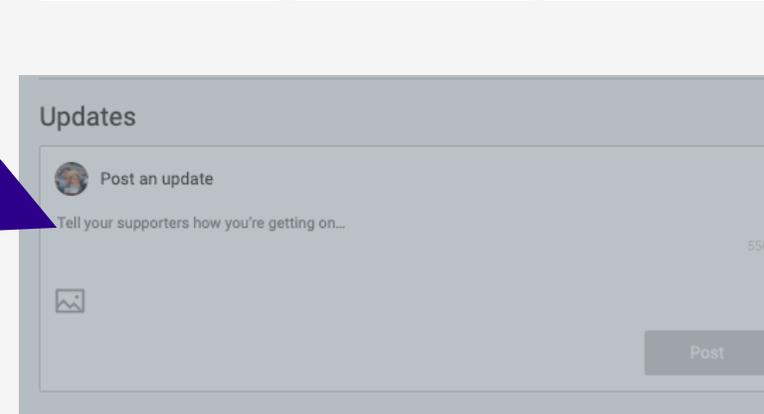
### Story

As you can imagine, Bethany works with some of the most vulnerable families in the world, both in the US and overseas. My goal is to raise \$1,000 during this global pandemic to help Bethany continue to serve thousands of families in the Colombia-Venezuela border. These families were already facing incredibly difficult circumstances, and now they find themselves in the middle of a worldwide pandemic.



Share this story

Facebook Twitter Email



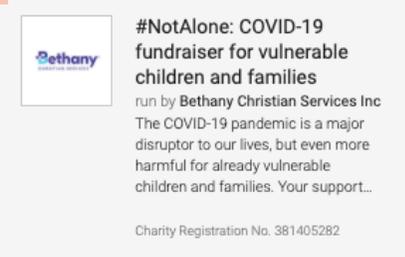
### Updates

Post an update

Tell your supporters how you're getting on...

550

Post



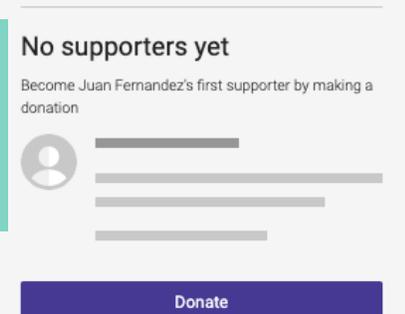
Bethany

### #NotAlone: COVID-19 fundraiser for vulnerable children and families

run by Bethany Christian Services Inc

The COVID-19 pandemic is a major disruptor to our lives, but even more harmful for already vulnerable children and families. Your support...

Charity Registration No. 381405282



### No supporters yet

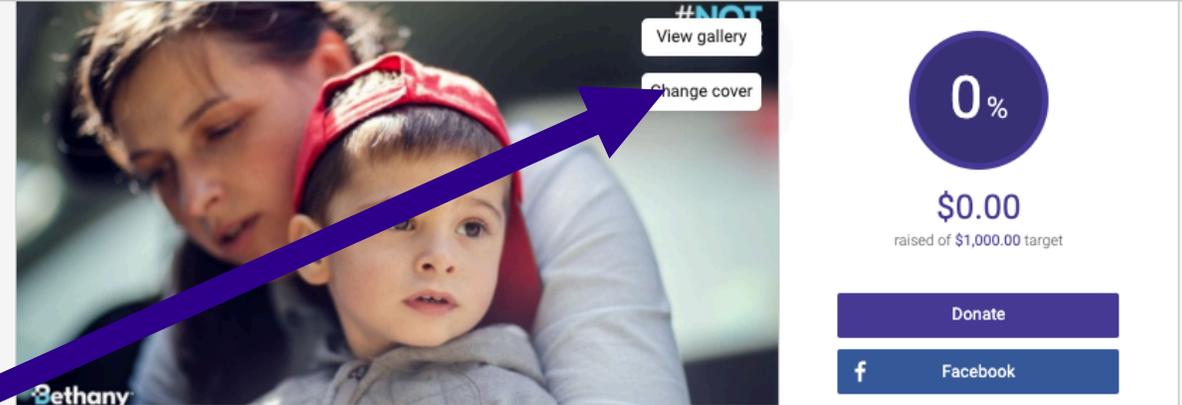
Become Juan Fernandez's first supporter by making a donation

Donate

# HOW TO EDIT YOUR PAGE

Editing your cover image, goal, title, and subtitle areas is easy. Just click the [Change Cover](#) button here.

You can always opt to stick with the default content if that is easiest.



View gallery

Change cover

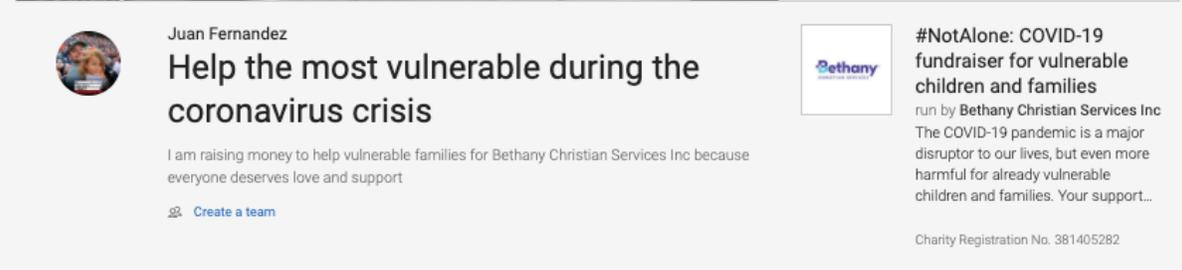
0%

\$0.00

raised of \$1,000.00 target

Donate

Facebook



Juan Fernandez

Help the most vulnerable during the coronavirus crisis

I am raising money to help vulnerable families for Bethany Christian Services Inc because everyone deserves love and support

[Create a team](#)

**#NotAlone: COVID-19 fundraiser for vulnerable children and families**

run by Bethany Christian Services Inc

The COVID-19 pandemic is a major disruptor to our lives, but even more harmful for already vulnerable children and families. Your support...

Charity Registration No. 381405282



Story

As you can imagine, Bethany works with some of the most vulnerable families in the world, both in the US and overseas. My goal is to raise \$1,000 during this global pandemic to help Bethany continue to serve thousands of families in the Colombia-Venezuela border. These families were already facing incredibly difficult circumstances, and now they find themselves in the middle of a worldwide pandemic.

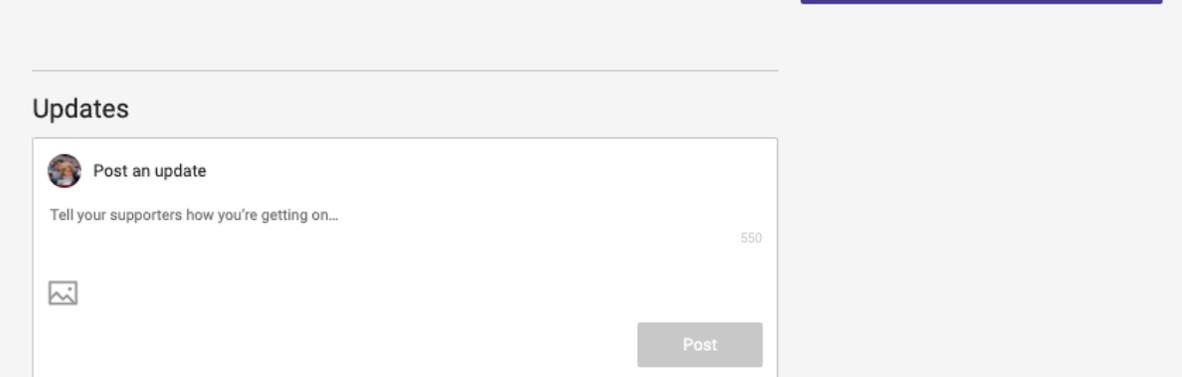
Share this story

Facebook Twitter Email

Donate

No supporters yet

Become Juan Fernandez's first supporter by making a donation



Updates

Post an update

Tell your supporters how you're getting on...

550

Post

# HOW TO EDIT YOUR PAGE

Make your changes in the Personalize your page section.

After you edit your story, make sure you click Save my story.

When you are happy with all your changes, click Save and continue.

## Personalise your page

Save and continue



Change image

### Your page headline

Help the most vulnerable during the coronavirus crisis

### What's your fundraising goal?

USD

1000.00

### Tell us what you are doing and why

I am raising money to help vulnerable families

for Bethany Christian Services Inc

because everyone deserves love and support

## Tell your supporters your story

**B** *I* U

As you can imagine, Bethany works with some of the most vulnerable families in the world, both in the US and overseas. My goal is to raise \$1,000 during this global pandemic to help Bethany continue to serve thousands of families in the Colombia-Venezuela border. These families were already facing incredibly difficult circumstances, and now they find themselves in the middle of a worldwide pandemic.

Save my story

Save and continue

## 2. Sharing your fundraising page

# To share:

- Use the buttons on the page to share on Facebook, Twitter, or via email.
- You can also choose to share your personal page via a direct link with family and friends. It will look something like this:  
[justgiving.com/fundraising/NAME-YOU-CHOSE](https://justgiving.com/fundraising/NAME-YOU-CHOSE)  
(You can also copy-paste the link from your browser address bar)



The screenshot shows a Facebook fundraiser page for Bethany Christian Services Inc. The main image features a woman holding a young child. The fundraiser title is "Help the most vulnerable during the coronavirus crisis" by Juan Fernandez. The goal is to raise \$1,000, and the current amount raised is \$0.00. The page includes a "Story" section with a description of the organization's work, a "Share this story" section with buttons for Facebook, Twitter, and Email, and a "No supporters yet" section with a "Donate" button. There is also a "Post an update" section at the bottom.

**View gallery**  
**Change cover**

**0%**  
**\$0.00**  
raised of \$1,000.00 target

**Donate**  
**Facebook**

**Juan Fernandez**  
**Help the most vulnerable during the coronavirus crisis**  
I am raising money to help vulnerable families for Bethany Christian Services Inc because everyone deserves love and support  
[Create a team](#)

**#NotAlone: COVID-19 fundraiser for vulnerable children and families**  
run by Bethany Christian Services Inc  
The COVID-19 pandemic is a major disruptor to our lives, but even more harmful for already vulnerable children and families. Your support...  
Charity Registration No. 381405282

**Story**  
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**Share this story**  
**Facebook** **Twitter** **Email** **Donate**

**Updates**  
**Post an update**  
Tell your supporters how you're getting on...  
550  
**Post**

# 3. Tips for a successful fundraiser

# Get personal

- People give to people. They're not going to donate to Bethany as an organization; they're going to donate to make a difference in the lives of the people we serve.
- When you share, give as much detail as you can.

# Tell your story

- Share about YOU. Share about your work, your life, the cause, and how this crisis has impacted all three.
- How are you involved with Bethany?
- What does Bethany's mission mean to you?
- Why are you so passionate about this cause?
- Why is it important to give sacrificially during such a difficult time?

# Set an easy goal and raise it later

- We suggest starting with a goal of \$200—once this is hit, raise the goal! Beating the goal is something else participants can share on social media to encourage more donations.
- **Helpful Ideas:**
  - Propose that you will match the first \$100 donated, and set your goal at \$200.
  - Ask 10 close friends if they can commit an amount, any amount, and then set your goal slightly higher.

# The first donation should be yours

- You can lead the way on your own fundraiser by giving \$20 to jump-start it. Leading the charge of donations by example has an escalating effect on the final dollar amount.

# Ask for set amounts

- Fundraisers that ask for specific amounts are more successful. So, instead of saying “give what you can,” ask people with a specific dollar amount for a gift—\$20, \$30 or more.

# Use social channels and email

- We want you to share great content on your social media, but don't forget about email! Email asks can achieve more fundraising success than social.
- Also, don't limit yourself to just posting about it on your wall. Consider sending a personal message to close friends asking for their support.

# You don't have to ask for donations

- Just talk about why you support the cause and what the need is. Start a conversation about Bethany's work and what inspired you to raise funds. Why do you think it's important to donate?
- Once you see that your friends and family are interested in supporting the cause , you'll be more confident there are many people in your network understand the need and will gladly give.

# Ask for help

- Don't be afraid to reach out to Bethany with questions, and be sure to check out the FAQ part of our My Fundraiser Page at [Bethany.org/my-fundraiser](https://bethany.org/my-fundraiser) for helpful information.

# Have fun

- Fundraising is not supposed to be a task. Have fun with it!
- With a positive attitude, you're likely to achieve amazing results. Remember, you are honoring people by giving them an opportunity to join in God's work with you. What a fun way to serve!

# Post, post, post

- Maintain a schedule for posting to involve your friends and family.
- Start by drafting a few things you want to share, and then plan to do so over the course of a couple weeks. We recommend including a video to grab people's attention.
- Don't forget to write a compelling short post and include the link to your personal fundraising page.

# 4. Content Ideas

# Your content

- Create a video or “Go Live” to share:
  - Your Bethany story
  - Challenges you are facing due to COVID-19
  - Your faith & calling to vulnerable kids and families
- Write personal messages that use real-life examples about why your support the cause.

# Bethany content that inspires you

- Share content from Bethany's social accounts
- Share a video from Bethany's Youtube library
  - [www.youtube.com/BethanyChristianSvcs](http://www.youtube.com/BethanyChristianSvcs)
- Share an article or news story from Bethany's website
  - [Bethany.org/Resources](http://Bethany.org/Resources)

# Other content to share

- Inspirational stories from the media or other outlets
- Video/text from a friend who's contributed to your fundraiser
- Songs or Bible verses that inspire you during this time

# Get creative

- Set a goal with a payoff for a specific amount or per dollars raised. For example, “I will a run a mile for every \$10 raised.”
- Think about offering your talent/service as a suggested incentive for specific donation amounts.
- Create a countdown or goal to give you a reason to post each day. For example, share “30 days of gratitude” where each day you share a story or reason why you are grateful for the work God has called you to do.