

#NotAlone

PEER-2-PEER FUNDRAISING CAMPAIGN

1. Setting up your fundraising page

STEP 1

Go to:

justgiving.com/campaign/notalone

Click Start Fundraising.

Bethany CHRISTIAN SERVICES Start Fundraising JustGiving Juan

#NOT ALONE

\$0
raised by 0 supporters

Donate

f 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 the most vulnerable. Bethany is stepping up in new ways, using virtual technology to connect with our existing families and recruit new foster and adoptive parents, 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
Celebrate a special occasion or raise money 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!




[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


No supporters yet

Become Juan Fernandez's first supporter by making a donation




Donate

Updates

 Post an update

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



550

Post

GET TO KNOW YOUR FUNDRAISING PAGE

You can customize most of your page content:

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

The screenshot displays a fundraising page for Juan Fernandez. At the top, there is a cover image of a woman holding a child, with buttons for 'View gallery' and 'Change cover'. Below the image, the fundraising goal is shown as 0% (\$0.00 raised of a \$1,000.00 target), with 'Donate' and 'Facebook' buttons. The main content area includes a title 'Help the most vulnerable during the coronavirus crisis' and a subtitle 'I am raising money to help vulnerable families for Bethany Christian Services Inc because everyone deserves love and support'. Below this is a 'Story' section with a teal background, containing text about Bethany's work and a 'Share this story' button with social media links. At the bottom, there is an 'Updates' section with a 'Post an update' prompt and a 'Post' button. On the right side, there is a sidebar with the text '#NotAlone: COVID-19 fundraiser for vulnerable children and families' and a 'Donate' button.

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.



The screenshot shows a Facebook fundraiser page for Bethany Christian Services Inc. The top section features a cover image of a woman holding a child, with a purple arrow pointing to the "Change cover" button. To the right of the cover image is a fundraising progress bar showing 0% raised of a \$1,000.00 target, with buttons for "Donate" and "Facebook". Below the cover image is the fundraiser's profile, including a profile picture, name "Juan Fernandez", and 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 link to "Create a team". To the right of the profile is a section titled "#NotAlone: COVID-19 fundraiser for vulnerable children and families" with a description of the cause and a "Donate" button. Below the profile is a "Story" section with a description of Bethany's work and a "Share this story" button with links to Facebook, Twitter, and Email. To the right of the story is a "No supporters yet" section with a "Donate" button. At the bottom is an "Updates" section with a "Post an update" button and a text area for updates.

View gallery
Change cover

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

Donate

f 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

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

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Share this story

f Facebook

Twitter

Email

No supporters yet

Become Juan Fernandez's first supporter by making a donation

Donate

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
(You can also copy-paste the link from your browser address bar)




[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](#)




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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
- Share an article or news story from Bethany's website
 - 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.