

STARTING YOUR FUNDRAISING JOURNEY

Setting up your JustGiving page

Tips for maximising your fundraising

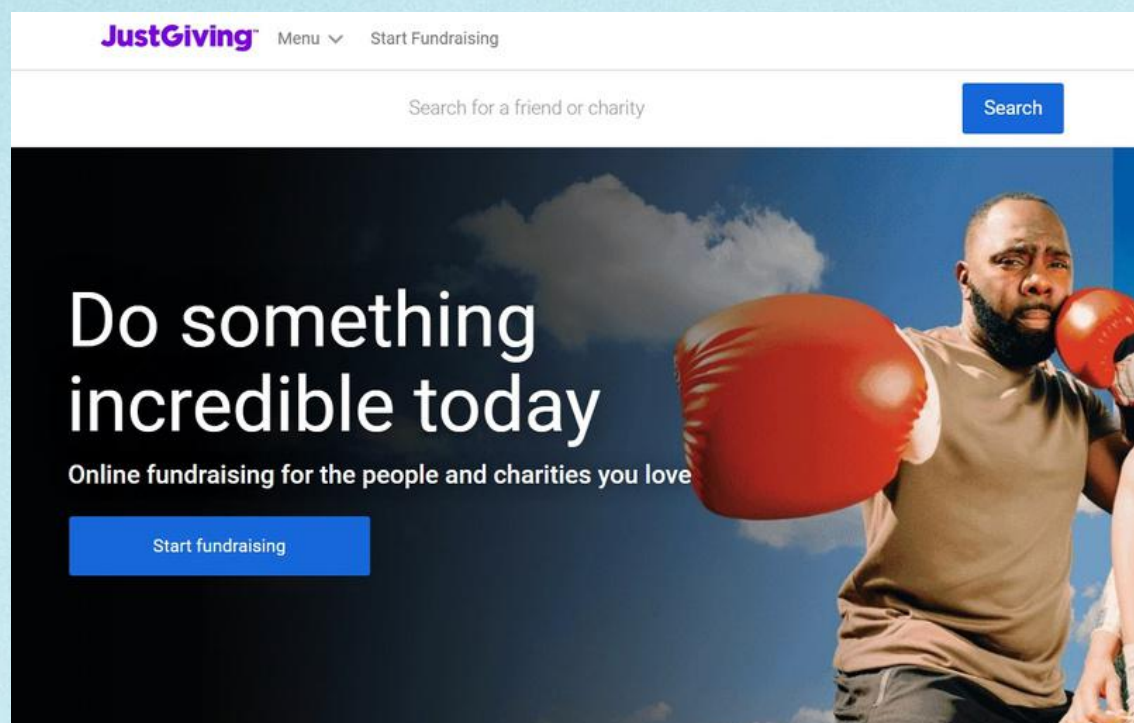
How to fundraise offline



Creating your **JustGiving**

A Step-by-Step Guide

1



To start your fundraising journey, simply go to www.justgiving.com and 'Start Fundraising' to get your page up and running.

2

Are you raising money for a charity?

This helps us to determine Gift Aid eligibility. [Learn more](#)

Yes, I'm fundraising for a charity
Choose from thousands of local and national charities



No, I'm raising money for my own cause
Donations go directly to a personal bank account



Choose to fundraise for a charity. If you already have a JustGiving account, you can do ahead and sign in. If not you will be prompted to create an account or log in through social media.

3

Choose a cause you'd like to support

Fundraising for...



CrossReach
UK • RCN SC011353

[Change cause](#)

[Back](#)

[Continue](#)

Type 'CrossReach' into the search bar and it select from the dropdown menu.

4

Are you fundraising in memory of someone?

☐ Yes

☐ No

[Back](#)

[Next](#)


If you are fundraising in memory of a loved one, you can select 'Yes'. If not, choose 'No'.

5

Are you taking part in an activity?


I'm taking part in an event

A mass participation event, for example, a marathon, bike ride, or trek




I'm doing my own activity

Get creative and organise your own activity, like a bake sale or coffee morning



Just fundraising

As simple as asking people to donate to a cause that you care about



If you are taking part in an event like Edinburgh Marathon, you can choose to link your page to the event in the following steps. If doing your own event or general fundraising, you will be prompted to provide more details in the following steps.

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How much would you like to raise?

Targets help to set the scene for donors, maximising funds for your selected charity

£ 500

GBP

✓ £500

£1,000 Most popular

£1,500

No target



Don't worry, if your target isn't reached, all funds raised will still be sent to your chosen charity.

Don't be afraid to set a target! Having a number to work towards motivates people to donate and help you achieve your goal. If you are taking part in a challenge event, the minimum sponsorship for the event is a good benchmark for your target.

7

Personalise your page


A great story will help to engage potential supporters. Not ready? [Skip and add later](#)


Page title


[Your name]'s fundraiser for CrossReach

Why are you raising money?

T 99







Faced with various physical, emotional and social challenges, we aren't always equipped to cope on our own. But CrossReach believe that with the right support, at the right time, every person can flourish and every life can be fulfilling.

Every single day someone in Scotland desperately needs support from one of our services which cover areas including substance use, counselling & support, homelessness, mental health and specialist care. Your support enhances, changes and saves lives.

This is where you can add your personal touch to your fundraising page. Add your own title with your name and what you are doing to fundraise. CrossReach have a default descriptor and photo that appears on JustGiving for why you are raising money. This is not a necessity and we encourage you to craft your own descriptor.

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You're almost finished!


Summary

Charity	CrossReach
Target	£500

Keeping in touch

CrossReach will receive your details and may need to contact you to support you in this fundraising effort.

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

Set your fundraiser live 

Now all that's left to do is launch your page and get promoting! Read the rest of our guide to learn some tips and tricks for maximising your JustGiving page.

Tips to Maximise Your **JustGiving** Page

Once your JustGiving page is live, the real magic happens in how you use it. A great page isn't just about collecting donations, it's about telling a compelling story, keeping supporters engaged, and making it easy for people to share your cause. The more visible, personal, and active your page is, the more likely it is to attract donations and reach (or even exceed) your target.

In this section, you'll find practical, proven tips to help you boost your page's impact, inspire generosity, and keep the momentum going from start to finish.



Snap some pictures

Fundraisers with pictures or videos on their page raise on average 13% more with every photo they upload. So get snapping and show people how your training is going or what motivates you.



Share your story

Telling a story on your JustGiving page helps your supporters understand why you are fundraising for CrossReach. You could also raise up to 65% more!



Set a target

JustGiving research has found that pages with a target raise 17% more than those without - don't be afraid to aim high and motivate people to support your goal.



Get sharing

Don't be afraid to share your page on social media - Facebook, Instagram, WhatsApp will all help you reach more supporters. Use your training updates as an excuse to promote your page.



Don't forget email

To make sure you reach those who aren't on social media, send an email out to friends, colleagues, neighbours to get them involved in the support.



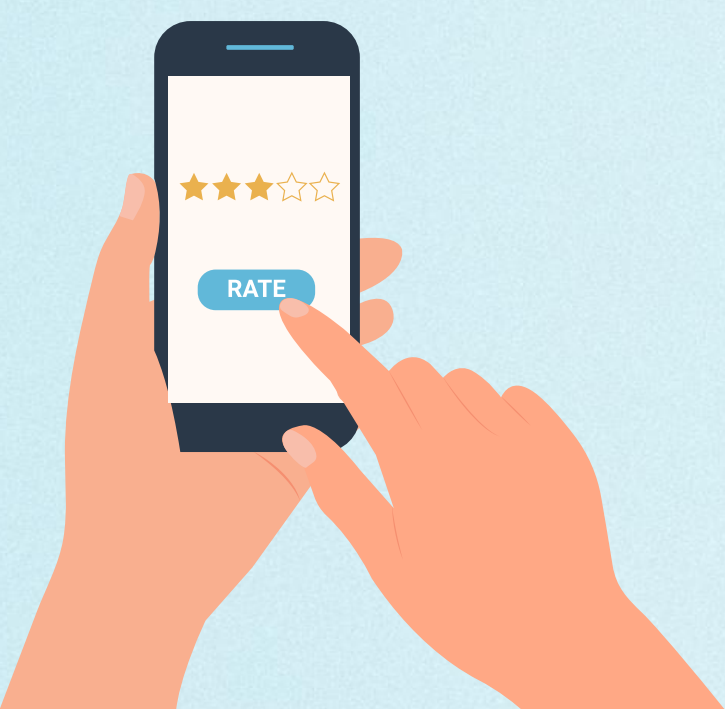
Add a video

You can use a Youtube link so add a video as the cover for your page. You can also livestream directly to your page so supporters can be up to date in realtime.



Connect fitness apps

If you're taking on a physical challenge, you can raise 40% more by connecting your fitness app like Strava or Fitbit to keep supporters up to date on your progress.



Update your page

Let your supporters know how you're doing, make them feel like they are a part of your fundraising journey which can be easily done through the app.



Self donate

According to JustGiving, people who make a donation to their own page to get the ball rolling raise 42% more!

Keep your page going

20% of donations come in after the event date so keep promoting your page. Especially if you have completed a challenge - post a picture to show you have done it.



Say thanks!

Make sure to follow up with your supporters and thank them for their generosity. Tell them the impact their donations will have for CrossReach. Use the resources in this guide to craft your message and remember to make it personal.



Offline Fundraising

How To Do It

While online giving has taken off in recent years, there's still something uniquely powerful about offline fundraising. From bake sales and quiz nights to community fun runs and gala dinners, these moments bring people together in a way that can't be replicated by a screen.

Offline events turn supporters into storytellers, helping spread the word face-to-face and sparking genuine conversations about what CrossReach do. They create shared memories, strengthen relationships, and often inspire long-term commitment.

Whether you're hosting a small neighbourhood gathering or a taking on a challenge event, your creativity and enthusiasm can make a lasting difference. The following ideas and tips will help you plan something that's fun, memorable, and deeply impactful.

Fundraising Offline for Challenge Events



If you're taking on a challenge event you don't have to do all your fundraising through JustGiving. To make sure you are reaching supporters who may not be online, you can collect donations in person using our CrossReach sponsorship forms which can be found in the resources of this guide.

You can also plan some other fundraising opportunities to add to your fundraising by organising an event!



Bake or Craft Sale

Get creative and host a day for homemade crafts and baked goods to showcase and sell with donations for purchase.



Host a Quiz Day

Charge a small entry fee per team, ask local businesses for prize donations and incorporate other methods of fundraising such as tombola's or raffles.

Garden Party or Afternoon Tea

Depending on the weather, organise an outdoor or indoor event in the community - advertise the day, serve treats and collect donations.



Bring & Buy Bootsale

Invite people to bring in unwanted items to sell — clothing, books, toys, etc. Sell items at affordable prices and donate the proceeds. It's eco-friendly and builds community connection.

Birthday Fundraiser

Let your friends and family know that this year, you'd love them to donate to CrossReach instead of buying a gift. Post this on social media, in messages, or on your party invite.



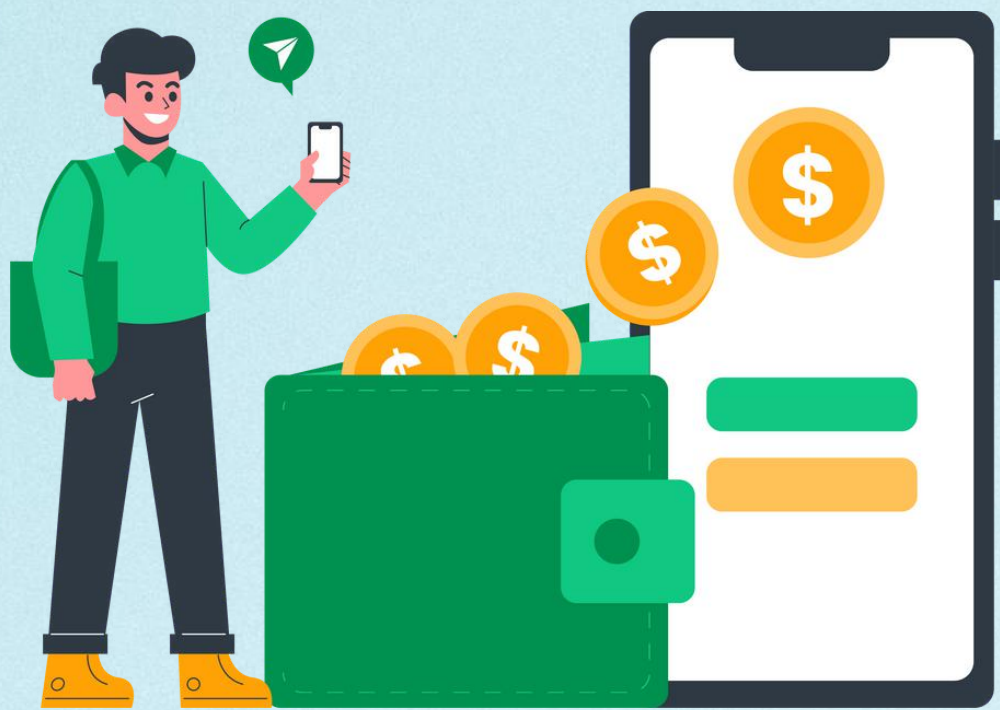
CrossReach Information Day

Use our resources to tell people about the work CrossReach does. Host a lunch, invite a CrossReach representative and bring awareness to the social issues in your community that we support.

Offline Fundraising

How to donate the funds raised

Now that all the hard work is done, it's time to put those vital funds raised to use within our CrossReach services. You can donate the funds raised from your offline fundraising by bank transfer using the details below:



Bank Name:	CrossReach
Sort Code:	80-41-21
Account Number:	00227186
Ref:	'Your name'

You can also send a cheque or cash to the following address and we will process it.

**Fundraising and Engagment,
Charis House,
47 Milton Road East,
Edinburgh,
EH15 2SR**



All funds raised and donated will go directly to our services who need it most to continue to support those already using the services as well as to expand and reach those who need us.

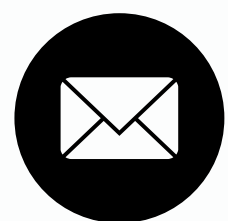
GOOD LUCK!

Now that you have all the tools, its time to get your fundraising journey started. Thank you for choosing to raise funds for CrossReach - your generosity allows us to support thousands of people across Scotland every day.

We will be with you every step of your fundraising journey. If you have any questions or need some support, get in touch with our team.



0131 657 2000



events@crossreach.org.uk

Together we
Enhance,
Change,
Save Lives

