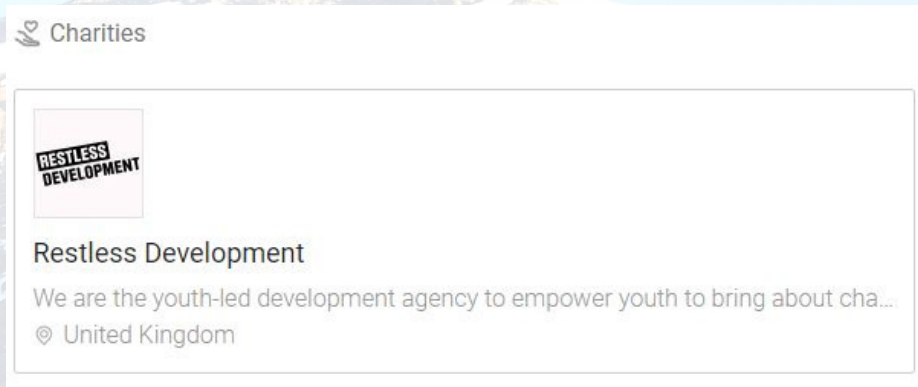
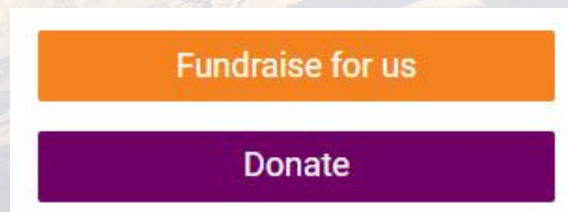


# STEP 1: CREATING YOUR PAGE

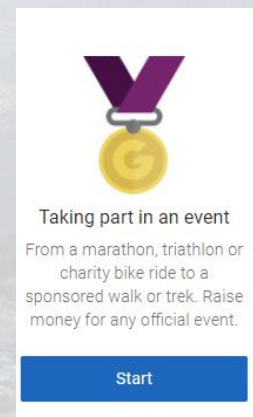
- Go to [www.justgiving.com](http://www.justgiving.com) and log in or sign up to make an account.
  - Type in Restless Development into the 'search box.'
- JustGiving™**
- Click on the Restless Development logo underneath the charities heading.



- Click on the orange 'Fundraise for Us' button in the top right hand corner.



- Click 'Taking Part in an Event' (the option with a medal graphic).
- Select 'Climbing Kilimanjaro for Restless Development'
- Fill in the details on the page including your fundraising page web address.
- When asked "Are you planning to ask for donations to your JustGiving page in return for goods, services or other benefits" and "Is your charity contributing to the cost of your fundraising?" – select no.





# STEP 2: MAKE IT YOUR OWN!

## **Personalise your page**

You can click 'Personalise' and 'Edit Your Page' to make it your own. Share your story explain why you're challenging yourself to take part in the Mt Kilimanjaro climb and choosing to raise money for Restless Development.

## **Set your target**

Make sure your fundraising target is set to at least £5,895 – the height of Mt Kilimanjaro. Is signing up to this event you are agreeing to aim to fundraise a minimum of £5,895 but don't let the peak of Mt Kilimanjaro be your limit, aim for the stars!

## **Picture and video updates**

Everyone will want to know how you're getting on in your training and fundraising efforts. Updating your supporters on how things are going, how close you are to your target and how your training is working out, or just saying thanks for all their help will keep them engaged with your story and fundraising.

## **Share your page!**

Email or send across your JustGiving link and story with friends, family, colleagues and neighbours so that they can donate and support your challenge. Make the emails personal so that they're more likely to respond and support you.

Social media is also a fantastic way to get your story out and raise more money! Don't be afraid, people want to hear about the good things you are doing and don't forget to tag @restlessdevelopment so we can re-post!

## **Get creative**

Think of interesting ways to get people excited about your fundraising: eg "When I reach £1,000, I'll take part in the event wearing fancy dress." Read our Top Tips for fundraising on our next page.



# STEP 3: START FUNDRAISING

## FUNDRAISING TIP 1: GET PERSONAL

Friends, family members and colleagues are much more likely to donate if you send personal messages to each of them, rather than one mass email/Whatsapp. Add a bit of colour, a photo of your training, and information about what you're raising money for!

## FUNDRAISING TIP 2: A MATCH MADE IN HEAVEN?

Many UK companies gladly support employees by matching donations for charity events. This is an easy and effective way for you to smash your target! Get in touch with the CSR team at your office to ask if they'd be interested in supporting your challenge.

## FUNDRAISING TIP 3: THE GIFT OF A DONATION

It's tough to part with your presents, but asking for donations instead of gifts for your birthday or Christmas, is a really rewarding way to raise money for other young people around the world. Here are some examples of how far a donation can go with Restless Development:

- £10 could train 3 women and girls in India through our Youth Resource Centres, equipping them with skills for employment
- £50 could support 4 young activists in Nepal to advocate against child marriage
- £100 could support a young person in Zimbabwe to be matched and mentored by a business leader for one year
- £150 could support 3 young women in Tanzania to be trained on gender rights, entrepreneurship and leadership skills

## FUNDRAISING TIP 4: GET SOCIAL!

Share your fundraising page with friends on social media, and ask friends to re-share your posts to maximise reach

## FUNDRAISING TIP 5: IT'S NOT OVER UNTIL IT'S OVER

20% of donations come in after the event so make sure to communicate an update on how you did with friends and family and send across your JustGiving page.