

Your Campaigns Toolkit

How to create the perfect
Campaign Page





Introduction

No matter how big or small your charity is, with a **Campaign Page** on JustGiving you can inspire people to come together to help you fund a particular cause, project or appeal. They can donate online and spread the word to help you make it happen – fast!

You can have one up and running in just a few minutes – simply fill in our template and hit launch.

In this toolkit we'll share some top tips to help you get your Campaign Page looking its best and ready to share with the world.

Enjoy!

The key ingredients of a beautiful Campaign Page

1 Your logo

2 Your title (140 characters)

This is the name of your Campaign. Make it short and easy to remember.

3 Your short statement (200 characters)

Summarise what you're raising funds for and why, so people can understand at-a-glance why they should support your cause. This will be used across JustGiving when we promote your Campaign and on social media when your supporters share it on Facebook.

4 Your story (1,000 characters)

This is where you can give people more information about your Campaign, such as a quote from one of your beneficiaries or a 'shopping list' telling people the impact of different donation amounts.

5 Your target

Give your supporters a common goal to work towards together and let them know the total amount you need to raise to fund your appeal or project. Make your target ambitious, but realistic, so people feel like they can help you smash it.

6 Your cover photo

This is the first thing people see on your Campaign Page, so make sure it's high-res and tells a powerful story. This image will be used whenever your Campaign is promoted on JustGiving, so we recommend putting your logo on it too.

The screenshot displays the Australian Red Cross Vanuatu Appeal campaign page. At the top, there is a search bar and navigation links. The main header area includes the Red Cross logo (1), the campaign title 'Australian Red Cross Vanuatu Appeal' (2), and a short statement (3) stating: 'Red Cross has launched the Cyclone Pam (Vanuatu) 2015 Appeal to provide humanitarian support to people and communities affected'. A progress bar (5) shows \$8,079.40 raised towards a \$10,000.00 target, with a 'Donate' button and a note that 133 donations have been made so far. A 'Share this story' button is also present. Below the header is the 'Story' section (4), which provides more details about the Cyclone Pam appeal and includes a 'Read more' button. A 'Photos' section follows, displaying a grid of images showing the impact of the cyclone and Red Cross relief efforts. On the right side, there is a 'Recent Donations (5 of 141)' section listing individual donors, their amounts, and dates. At the bottom, there are navigation links for 'About JustGiving', 'For fundraisers', 'For event partners and companies', and 'Help'. A 'For charities' section is also visible at the bottom right, with links for 'Sign up to JustGiving', 'Log in to your charity account', 'Help and support', and 'Post our blog'.

Six tips for writing your Campaign story



Every word is important. You have 1,000 characters to let the world know why your campaign matters, so every word needs careful selection. Read through your first draft and check for repetition. Introduce an idea, explain it, and then move on.



Use bold text, bullet points and sub-headings. Online, people scan for keywords and links so make sure yours stand out. Bold up the sentences you don't want people to miss and use sub-headings or bullet points to break longer content down into manageable chunks.



Tell a story. It's the best way to turn your readers into supporters. If you can get people to engage emotionally then you're on the path to success. Draw people in by giving them someone to empathize with.



Be clear and direct. Use simple language and short, punchy sentences. It will make your story much easier to read. Keep things honest, straightforward and sincere.



Ask a question. Asking your reader a direct question can help them to connect emotionally with your campaign. Don't be afraid to challenge them and make them think. That's how you'll make your campaign stick in their head.



Read it out loud. This is the easiest way to spot grammatical errors, repetition, and any bits of your story that don't make sense.



Want more writing tips?

Check out this blog post on [Voice, tone and writing like a human](#)

Essential photography tips for your Campaign images



Be authentic: Avoid reaching straight for the stock images – people connect more with real photos. Grab your digital camera (or even your smartphone) and get snapping!



Tell a story: Use your images to tell people more about the Campaign. People like people, so if you're raising funds for new equipment, why not show the people who'll benefit from it?



Make sure they're in focus: Make sure the images are as clear as they can be. Zoom in on the photo and check that you're happy with it.



Take lots of photos: Just when you think you have enough, shoot some more. You'll then have plenty to choose from when you're making your final selection.



Keep it simple: Focus on one or two elements – try not to cram everything into one image – so fundraisers will see the important elements.



Take landscape photos: Our Campaign Pages showcase your photos best when you take them in landscape orientation, rather than portrait – that way, your image will fill the space and we won't accidentally cut anything important out of the photo.



Want more image tips?

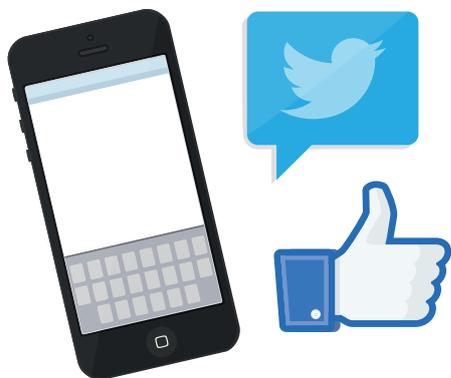
Check out this blog post on [Six free tools that make content design easy](#)

Promotion tips to get your Campaign noticed

Once you've filled your Campaign Page with your impactful copy and inspirational, authentic images, it's time to start spreading the word.

Email

It's still one of your most effective communications tool. Create a bespoke email to your existing supporters to let them know about your Campaign, what you're raising money for and how they can help make an impact.



Social media

Create Facebook posts and tweets using the words and images on your Campaign Page and of course, don't forget to add a link to your Campaign so people can make a donation. Here's a **handy guide to the different image sizes** you need for all your social media channels.

Video

Use free apps such as Vine and Instagram Video to create short videos to promote your Campaign Page. Perhaps you could have beneficiaries share the difference that the Campaign will make to their lives? If you have a bigger budget or in-house resource, you could create a video for YouTube with a link to your Campaign Page in the annotations.





Thanks for reading!

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