

# 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!

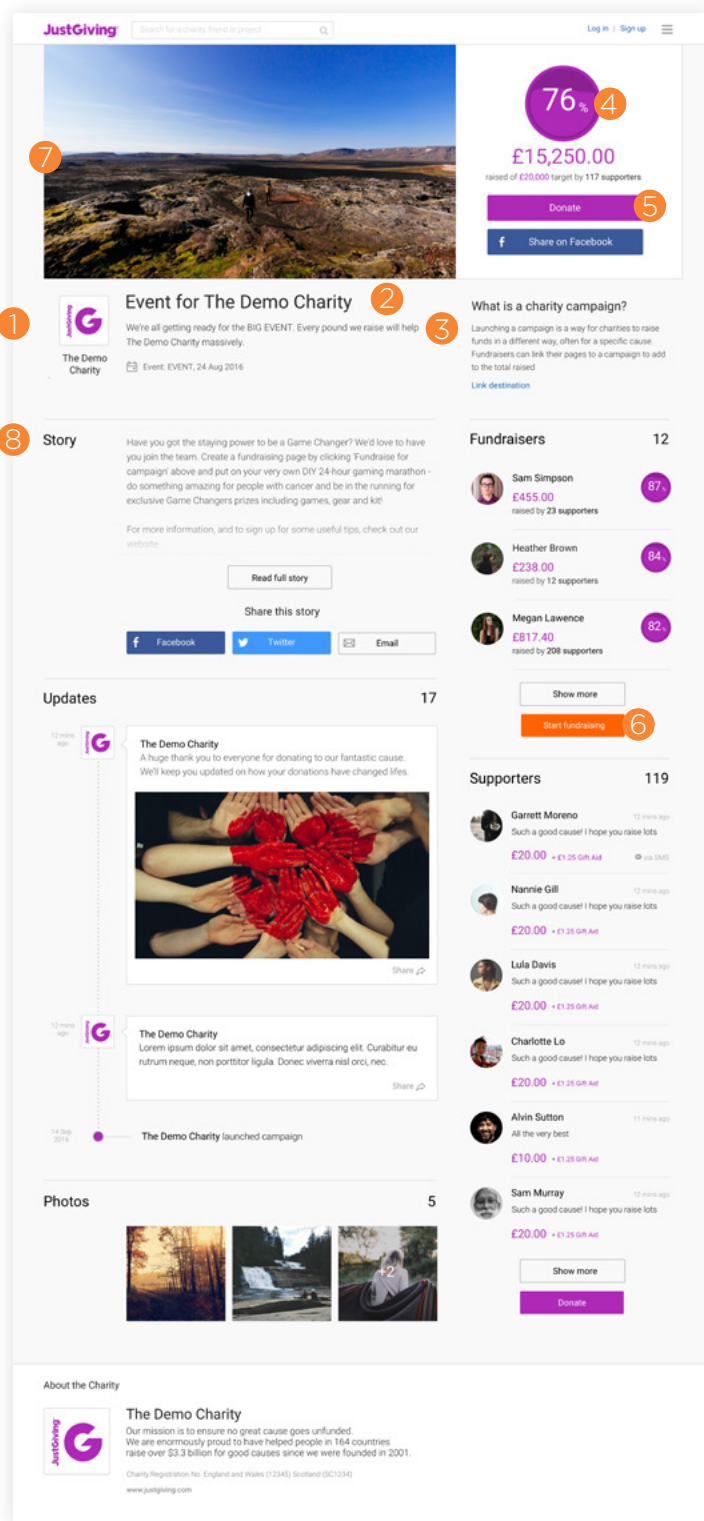
You can have one up and running in just a few minutes - simply fill in our template and hit launch.

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  
This is the name of your Campaign. Make it short and easy to remember.
- 3** Your short statement  
Summarise what you're raising funds for and why.
- 4** Your target  
Give your supporters a common goal to work towards together.
- 5** Your donate button  
Give people the fastest way to donate on the web with one-touch giving.
- 6** Your fundraising button  
Enable people to fundraise, as well as donate, and you'll get more supporters.
- 7** Your cover photo  
Make sure it's high-res and tells a powerful story. We recommend adding your logo too.
- 8** Your story  
Add more info about your Campaign, such as a 'shopping list' of different donation amounts or a link to a YouTube video.

# Six tips for writing your Campaign story

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**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.



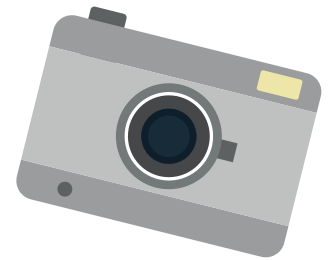
**Read it out loud.** This is the easiest way to spot grammatical errors, repetition, and any bits of your story that don't make sense.



## 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

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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.

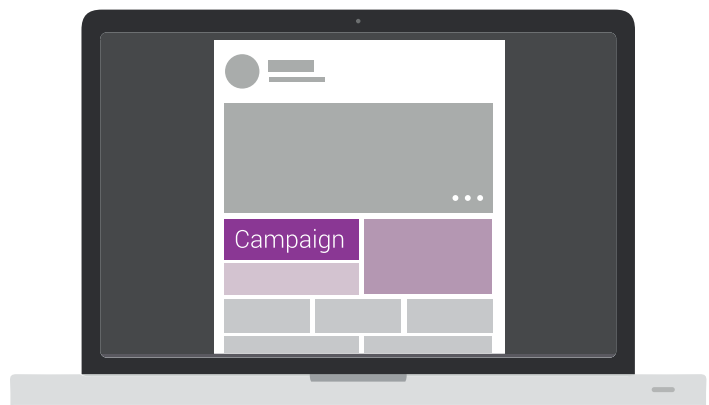


## Social media

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.

## Website

Make sure people visiting your website don't miss out on supporting your Campaign! Just a few words, pictures and a link to your Campaign Page is all you need to get them joining in.





Thanks for reading!

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