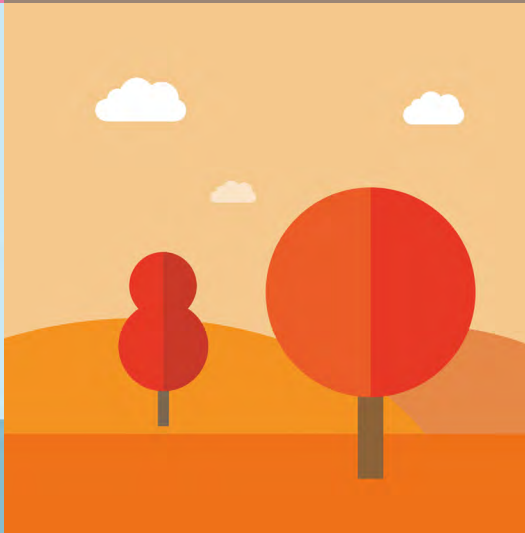
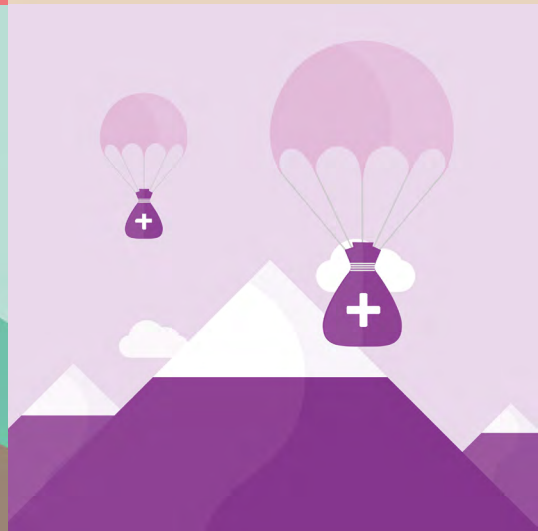


JustGiving™

Little Book of Campaign Inspiration



Want to create a Campaign but not sure where to start?

We see amazing examples of charities launching Campaigns on JustGiving every day – from setting up an anti-poaching unit to protect wildlife to helping provide care and facilities for migrants and refugees in Calais. In this guide, we'll share some of the stand-out stories we've seen on JustGiving to get your creative juices flowing and show you the different ways you can use Campaign Pages to crowdfund your next appeal or project.

We've grouped the examples into the following themes, so you can jump to the section you think is most relevant to your charity. View the charity's campaign by clicking on their name.

Animals



Fundraising Events



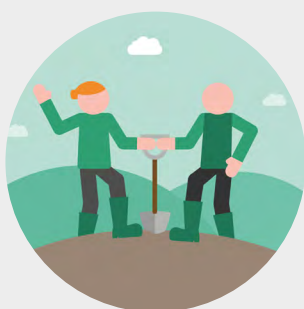
Historical



Children



Community



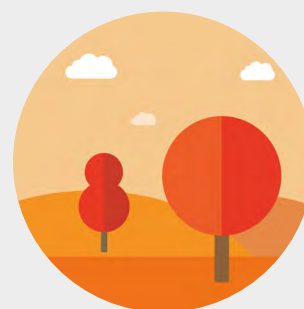
Emergency



Medical



Seasonal



Animals



Willows Animal Sanctuary

Willows Animal Sanctuary
Charity Registration No. SC029623

Willows Animal Sanctuary - Tractor Appeal

Willows Animal Sanctuary looks after 300 rescued horses and other animals and birds. We desperately need a Tractor to help with our work!

£2,245.22 raised **32%** £7,000.00 target

[Donate](#)

127 donations

[Share on Facebook](#) [Share on Twitter](#)

Willows Animal Sanctuary looks after 300 rescued animals including horses, ponies, donkeys, other animals and birds. They launched a Campaign because they desperately need a Tractor to help with their work. This Campaign works well because the ask is something really tangible - a tractor.

FOUR PAWS

FOUR PAWS
Charity Registration No. 1118102

URGENT: HELP TWO BEARS RESCUED IN UKRAINE

There was an extremely high risk that Julia and Zoya would be sold to an illegal bear baiting station in Ukraine unless FOUR PAWS could intervene. The bears have been rescued, but they still need help!

£10,503.16 raised **75%** £14,000.00 target

[Donate](#)

[Fundraise for campaign](#)

535 donations

[Share on Facebook](#) [Share on Twitter](#)

FOUR PAWS received an official appeal from the Ministry of Ecology and Natural Resources of Ukraine that two bears, Julia and Zoya, were at high risk of being sold to an illegal bear baiting station unless the charity could intervene. The charity launched an urgent appeal to crowdfund to save the bears and are delighted to report that they have been saved! The charity chose a really compelling image to highlight the poor conditions the bears have to live in, to encourage people to donate.

RSPCA

RSPCA (England and Wales)
Charity Registration No. 215095

Save Lara

One year old Lara was found starved and in critical condition on a patch of scrubland. It will cost up to £11,000 to treat Lara - can you help?

£8,914.25 raised **81%** £11,000.00 target

[Donate](#)

521 donations

[Share on Facebook](#) [Share on Twitter](#)

One year old Lara was found starved and in a critical condition on a patch of scrubland. The cost of treating Lara would be around £11,000 so the RSPCA launched an urgent Campaign to crowdfund the costs of her treatment. This is another example of a good use of the Campaign image as you can clearly see the physical distress that Lara was in.

Fundraising Events



Help for Heroes

Help for Heroes
Charity Registration No. 1120920

Help for Heroes take on the Enduroman Arch to Arc Challenge

On 26 September 2015, 24 wounded, injured & sick heroes will take on one of the toughest endurance challenges in the world for H4H, the Enduroman Arch to Arc Challenge. Support them here.

£1,145.00 raised **11%** £10,000.00 target

[Donate](#)

[Fundraise for campaign](#)

52 donations | 18 fundraisers

[Share on Facebook](#) [Share on Twitter](#)

HELP FOR HEROES ENDUROMAN ARCH TO ARCH CHALLENGE

Help for Heroes have set up a Campaign Page for one of their challenge events – the Enduroman Arch to Arc challenge, which is one of the toughest in the world. People taking part in the event can set up a Fundraising Page which then contributes to the Campaign total.

Focus Ireland

Shine A Light
by Focus Ireland
REG: CH9720

Give one night to change a lifetime

€4,425.46 raised **1%** €600,000.00 target

[Donate](#)

[Fundraise for campaign](#)

62 donations | 52 fundraisers

[Share on Facebook](#) [Share on Twitter](#)

Focus Ireland's Shine a Light event will bring together Ireland's business leaders at Dublin's Christchurch Cathedral and Cork's historic City Gaol to raise funds and awareness for people experiencing homelessness. The Campaign has an impressive 50 fundraisers.

Starcatchers

Starcatchers
Charity Registration No. SC042222

Starcatchers runs the Scottish Half

A team of 10 Starcatchers' artists, staff, friends and family are running the Scottish Half Marathon and Duo events in September to raise money for Starcatchers

£595.00 raised **30%** £2,000.00 target

[Donate](#)

[Fundraise for campaign](#)

30 donations | 17 fundraisers

[Share on Facebook](#) [Share on Twitter](#)

#TeamStarcatchers

Hazel, Becki, Keith, Victoria, Katy, Amy, Sophie, Emily, Rhona, Beth

19.09.15

Support team Starcatchers run the Scottish Half

A team of ten artists, staff, friends and family of the charity are running the Scottish Half Marathon and Duo events in September to raise money. They have made great use of the Fundraising Pages feature and have created a dedicated hashtag- #TeamStarcatchers - to promote the Campaign on social media. They also have lots of great images in their image gallery so donors can see who they are helping.

Historical



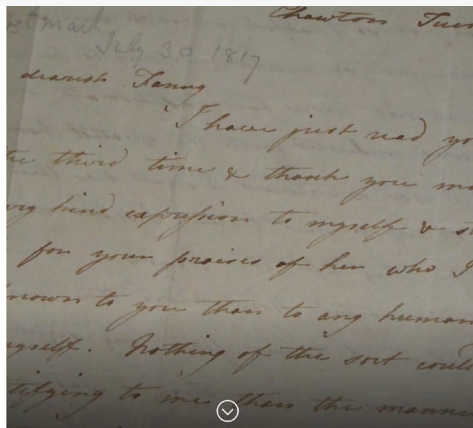
Jane Austen's House Museum

Jane Austen's House Museum
Charity Registration No. 1156455

Cassandra's Letter

Appeal for donations to make a private purchase of a letter written in this house by Jane Austen's only sister, Cassandra, shortly after the author's death in 1817.

£4,642.15 raised 53% £8,700.00 target



A letter written in Jane Austen's house by her only sister, Cassandra, shortly after Jane Austen's death in 1817 is currently on loan to the museum. The charity set up a Campaign in order to purchase the letter, bringing this rare and poignant piece of history into their permanent collection and to thereby ensure that it can be appreciated by the widest public now and in years to come.

Mary Seacole Memorial Statue Appeal

Mary Seacole Memorial Statue Appeal
Charity Registration No. 1103852

LAST LAP - Mary Seacole Memorial Statue Appeal!

Donations from all sources, INCLUDING the LAST LAP amount below means our £80K target to fund the Mary Seacole Memorial Statue @ London's St Thomas' Hospital is now down to £32,120! Photo © ColorSport

£25,396.41 raised

Donate

Fundraise for campaign

140 donors

Share on Facebook Share on Twitter



Mary Seacole was a Jamaican/Scottish doctress/nurse and entrepreneur (1805-1881). She overcame rejection in London when offering her services to nurse ill and wounded soldiers in the Crimea but she was so determined to help that she paid her own passage to provide soldiers with food, a morning dispensary plus nursing care, on and off the battlefield. The charity is raising money to erect a memorial statue of Mary at London's St Thomas' Hospital. People can also fundraise to support their Campaign and they have one fundraiser who generously donated her birthday and has raised over £1,000.

Camden School Foundation of Frances Mary Buss

CAMDEN SCHOOL FOUNDATION OF FRANCES MARY BUSS
Charity Registration No. 312753

ANCIENT GREEK AT CAMDEN SCHOOL FOR GIRLS

OUR CAMPAIGN HAS BEEN EXTENDED! You can help create a centre for the teaching of Ancient Greek.

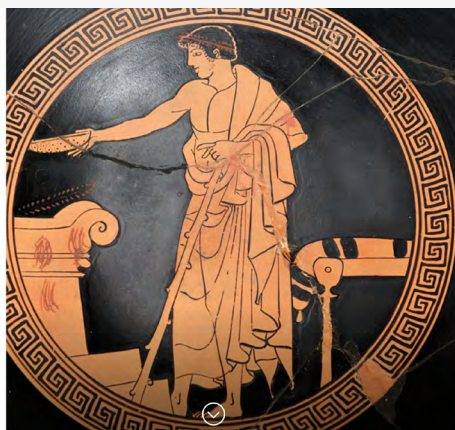
£5,892.35 raised 28% £21,000.00 target

Donate

Fundraise for campaign

60 donors

Share on Facebook Share on Twitter



The school is the only comprehensive in the country offering A Level Greek and the only local state school offering Greek at GCSE. However, both programs are in danger of closing due to financial cuts. They have made great use of the Campaign image to illustrate what they are raising money for.

Children



Neuroblastoma Children's Cancer Alliance

Hamish Dear's Journey
by Neuroblastoma Children's Cancer Alliance
REG: 1188601

Raising funds for Hamish Dear and the NCCA UK to fight neuroblastoma and cover the costs of any treatment Hamish might need.

£30,797.63
raised

[Donate](#)

[Fundraise for campaign](#)

713 donations | 17 fundraisers

[Share on Facebook](#) [Share on Twitter](#)

A close-up photograph of a young child with reddish hair, wearing a nasal cannula, sitting in a hospital bed. A stuffed dog is visible next to the child.

Hamish Dear has neuroblastoma so the NCCA has set up a Campaign to help fight neuroblastoma and cover the costs of any treatment that Hamish might need. Not only are people donating to this Campaign, they are fundraising to help Hamish too.

Remember My Baby

Remember My Baby
Charity Registration No. 1108657

SPONSOR A "RMB" MEMORY STICK

Sponsor a memory by donating at least £5, to provide a bereaved family with a RMB USB memory stick of their precious images.

£1,975.00 raised | **197%** | **£1,000.00** target

[Donate](#)

[Fundraise for campaign](#)

117 donations

[Share on Facebook](#) [Share on Twitter](#)

A white USB memory stick with a circular button on the right side. The logo on the left features a heart with two footprints and the text "Remember My Baby REMEMBRANCE PHOTOGRAPHY".

Remember My Baby offers baby remembrance photography to parents who have experienced the loss of their baby. They set up a Campaign to raise money to provide a bereaved family with a RMB USB memory stick of their precious images. Having a clear donation ask of at least £5 in the short statement gives donors something tangible to donate to and lets them know how many bereaved families they have helped.

The Society for the Relief of Disabled Children

Step Out for Children
by The Society for the Relief of Disabled Children
REG: Tax ID: 9172893

Join our 6.3km charity walk on September 20th to raise funds and awareness for medical expenses for disabled children.

HK\$9,960.00
raised

[Donate](#)

[Fundraise for campaign](#)

14 donations | 11 fundraisers

[Share on Facebook](#) [Share on Twitter](#)

A photograph showing a young girl in a pink patterned outfit pushing a wheelchair. A child is sitting in the wheelchair, and they are outdoors on a paved area with trees and a building in the background.

Step out for Children is a fundraising event organised by The Society for the Relief of Disabled Children, which is a 6.3KM walk that anyone can do. Along the route there will be educational checkpoints to highlight the challenges disabled children face, and how the charity help them to address these challenges. The charity has made great use of the Campaign image with a really engaging, high-quality photo, showing the children they work with.

Community



Aegis Trust

Champions Walk for Peace
by Aegis Trust
REGD 1382059

Led by Kenya's champion athletes, the Walk for Peace aims to save lives, kickstarting a peacebuilding programme to break the cycle of ethnic violence in the Rift Valley - the birthplace of humanity.

£59,502.58 raised 37% £160,000.00 target

Donate

Fundraise for campaign

84 donations | 20 fundraisers

Share on Facebook Share on Twitter



The Walk for Peace, led by Kenya's champion athletes, aims to save lives by kickstarting a peacebuilding programme to break the cycle of ethnic violence in the Rift Valley. The charity has used the Story feature really well as they have told a compelling story of why they have started this Campaign, what the event entails, the athletes who are taking part as well as what the money raised will go towards.

Hosking Houses Trust

Hosking Houses Trust
Charity Registration No. 1076713

A Room of One's Own

Help us to fulfil our founding vision by building a studio extension to the delightful Church Cottage so that we can host visual artists and composers as well as writers.

£2,906.23 raised 116% £2,500.00 target

Donate

Fundraise for campaign

59 donations

Share on Facebook Share on Twitter



Hosking Houses Trust set up a Campaign to help fund their founding vision by building a studio extension to the Church Cottage so that they can host visual artists and composers as well as writers. The charity used the Story section of the Campaign product to write a personal letter from the Chair of the charity (pictured in their Cover image) who described how he has fundraised for the charity and urged others to get involved.

Minstead Training Project Limited

Minstead Training Project Limited
Charity Registration No. 1033319

Grow Our Spring Spectacular

Help us to make Furzey Gardens look Spectacular in Spring and directly help us to support our students who have learning disabilities to flourish and live more independent lives.

£50.00 raised 1% £5,000.00 target

Donate

Fundraise for campaign

Be one of the first to support this campaign

Share on Facebook Share on Twitter



Minstead Training Project Limited supports people who have learning disabilities as part of their training. They've set up a Campaign to make Furzey Gardens not only look spectacular but to train their beneficiaries in gardening. The charity have used the cover image really well as it shows exactly who they are trying to help and what your money would be spent towards.

Emergency



Royal College of Midwives Trust

Royal College of Midwives Trust
Charity Registration No. 275261

Help the RCM support women and babies in Nepal.

In disasters, women and children are at extra risk. Your support will provide women with access to midwifery care now and for the future. Thanks to your generosity we've set a new target of £13,000

£12,951.92 raised 100% £13,000.00 target

Donate

Fundraise for campaign

325 donations

Share on Facebook Share on Twitter



In disasters, women and children are at extra risk. The Royal College of Midwives launched an urgent Campaign after the Nepal earthquake to provide women with access to midwifery care. The charity set a new target after reaching their original target, helping them raise more money for their work in Nepal.

Mogok Dhamma Trust

Mogok Dhamma Trust
Charity Registration No. 1154115

Help victims of severe flood disaster in Myanmar

The bike ride event for victims of severe flood disaster in Myanmar is hosted to raise the awareness and funds. All donations will directly go to affected areas through the Sitagu foundation, Myanmar.

£4,785.17 raised 96% £5,000.00 target

Donate

Fundraise for campaign

195 donations / 25 fundraisers

Share on Facebook Share on Twitter



Severe flooding in Myanmar killed 40 and displaced 200,000 people. The Mogok Dhamma Trust set up a Campaign Page for fundraisers for their bike ride event to fundraise directly for victims of the floods as well as letting people donate directly to their appeal.

Australian Red Cross

Australian Red Cross
Charity Registration No. ABN: 50 199 561 394

Australian Red Cross Vanuatu Appeal

Red Cross has launched the Cyclone Pam (Vanuatu) 2015 Appeal to provide humanitarian support to people and communities affected

\$10,286.47 raised 103% \$10,000.00 target

Donate

167 donations

Share on Facebook Share on Twitter



When Cyclone Pam (Vanuatu) hit in March, the Australian Red Cross knew they had to act fast. They set up a Campaign to raise funds to provide humanitarian aid and relief to those affected by the disaster. By setting up a Campaign Page quickly, they were able to hit their target.

Medical



The Kiahn Foundation

The Kiahn Foundation
Charity Registration No. 1194902

High-Powered Hearing Aids for a 4 year old girl who is Deafblind

We are trying to raise money for the purchase of high-powered hearing aids for one of our pupils, a bright, determined and highly cognitive little girl who has severe hearing and sight impairments.

£1,410.43 raised **94%** £1,500.00 target

[Donate](#)

33 donations

[Share on Facebook](#) [Share on Twitter](#)

The Kiahn Foundation is a charity that cares for disabled children in Vietnam and helps to transform lives in bomb-damaged Dien Banraise. The charity set up a Campaign to raise funds to purchase high-powered hearing aids for one of their pupils, a bright, determined and highly cognitive little girl who has severe hearing and sight impairments. The charity has used a really clear, compelling image of a child in need of a hearing aid so that donors can see exactly who their money will be helping.

The Society for the Relief of Disabled Children

The Society for the Relief of Disabled Children
Charity Registration No. Tax ID: 91/289

Li Yue Wen

Help fund Li Yue Wen's treatment to enable him to walk again

HK\$17,324.83 raised **14%** HK\$123,000.00 target

[Donate](#)

[Fundraise for campaign](#)

22 donations

[Share on Facebook](#) [Share on Twitter](#)

Li Yue Wen is a 7-year old boy from Guangxi, China who suffers from Osteogenesis Imperfecta, aka brittle bone disease. He has had multi-fractures since birth leaving his legs with severe deformities. He has not been able to walk for about 3 years now. The charity is raising money to help fund his treatment, so that he may be able to walk again. The charity has added lots of photos of Li Yue Wen using the image gallery and regularly change the Cover image.

Doctors of the World UK

Doctors of the World UK
Charity Registration No. 1057405

Calais Appeal

Help us provide care and facilities for the most vulnerable in Calais.

£5,730.34 raised **115%** £5,000.00 target

[Donate](#)

[Fundraise for campaign](#)

281 donations

[Share on Facebook](#) [Share on Twitter](#)

Doctors of the World UK acted fast when the press coverage of the Calais Migrants changed narrative and the media started to report on the more human aspect of this humanitarian crisis. They set up a Campaign within an hour, promoted the Campaign through the trending Twitter hashtag #calaismigrants and included the link to the Campaign in any press that they did.

Seasonal



Amirah Giving Ltd

Amiraah Giving Ltd
Charity Registration No. 1192665

Give Change To Make Change - Ramadan 2015

Over the last year we helped 472 abused women but we know there are 1000's more with nowhere to turn. Help us raise £50,000 for shelter, food, clothing and essential services for our sisters.

£13,946.71 raised 139% £10,000.00 target

[Donate](#)

[Fundraise for campaign](#)

214 donations

[Share on Facebook](#) [Share on Twitter](#)



Amirah Giving Ltd made great use of the short statement feature to sum up the impact they made last year, the need for further support, how much money is needed and what it would be used for. The charity surpassed their target by 39%.

SKT-Welfare

SKT-WELFARE
Charity Registration No. 1153735

Winter Deployment

In October 2015, our volunteers will be travelling to Turkey to deliver food and winter aid to Syrian men, women and children with YOUR support! Please donate!

£1,500.00 raised 3% £50,000.00 target

[Donate](#)

[Fundraise for campaign](#)

Be one of the first to support this campaign

[Share on Facebook](#) [Share on Twitter](#)



The charity has set up a Campaign to raise money to deliver food and winter aid to people in Syria. They've used the short statement to give a sense of urgency to their appeal and their image shows who they will be helping.

The Mariposa Trust

The Mariposa Trust
Charity Registration No. 1151108

The Big 3rd Birthday Give

On the 12th August, The Mariposa Trust, also known as Saying Goodbye celebrates its third Birthday. Vital funds are needed to continue its work, and so we ask you to donate generously

£156.05 raised 0% £50,000.00 target

[Donate](#)

[Fundraise for campaign](#)

12 donations

[Share on Facebook](#) [Share on Twitter](#)



To celebrate their third birthday the Mariposa Trust, which runs the Saying Goodbye Remembrance Service, is asking people to donate or fundraise to help them continue their vital work. The charity has made great use of the Story feature to highlight the impact that they have had over the three years since they began.

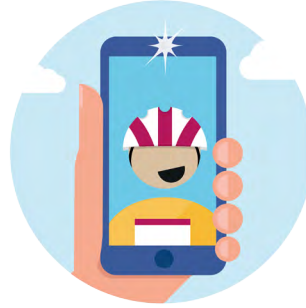
Here's our Campaigns toolkit
(<http://bit.ly/campaign>),
where you will find:



Key ingredients
of a beautiful
Campaigns page



Tips for
writing your
Campaign
story



How to take
a compelling
image



Advice on how
to promote
your Campaign
once it's live

Have you been inspired?
Set up your own
Campaign now and
start raising funds fast.

[Start your Campaign](#)

