

### **Important Aspects of GivenGain Fundraising Platform to Keep in Mind:**

- GivenGain is a safe, secure online fundraising platform used by hundreds of charities worldwide with 116 000 donors who have donated since 2001.
- Money raised and paid in via manual offline channels (e.g. EFTs directly to CANSA's bank acc) will **NOT** be reflected on the Funds Raised slider on GivenGain. It also cannot be added retrospectively. Only funds paid in online on the GivenGain system will reflect.
- Prepare cover pictures and project images before starting registration (only .jpg and .png files allowed). Minimum dimensions are:
  - Profile picture: 288x288
  - Larger Project image: 643x390 pixels
- *Remember to regularly update your project with new pictures and videos* (Settings -> Profile and Activist Projects -> Edit)
- Regularly post Comments detailing progress made in your campaign. It shows potential donors that 'it's real'.  
(Activist Projects -> View -> Comment -> Leave a comment)

### **Tips To Promote Your Online Fundraising Project Page**

- **Make Use of All Your Contacts & Ask Them To Pass On** - When you send out your appeal for donations towards your online fundraising page, make **use of all your email contacts and social networking contacts** – but don't stop there, ask these contacts to **pass your request on** to their contacts to broaden your potential donor base – even use **contacts within your community** (your karate instructor – he can share with his students, etc.)
- **Make It Social** - Take advantage of social media to keep your campaign vibrant. Post images and stories about your campaign and CANSA's mission. Post pictures and stories from your kick-off event and of those who benefit from CANSA's work. And, don't forget to ask your contacts to re-post, re-tweet, and share your posts so you can get your message out to more people. Creating a hashtag for your campaign can make it easier to cultivate and share messages from your supporters. Tag @CANSA.
- **Be Direct** - If you are appealing for donations through Facebook, for example, don't just put your appeal in your Newsfeed, INBOX your friends! **It is much easier to ignore something in the newsfeed than a personal message...** - if you are shaving your head or building up towards some kind of action, create some hype by **creating an event on Facebook and inviting your friends** – include the link to your fundraising page of course!

In our digital society, we often forget about the power of one-to-one communication. *Consider picking up the phone and calling your contacts.*

- **Make your Appeal for Support Stand Out – What is Your Story?** - Potential donors need to know they are supporting a **worthy cause**, but they also will be moved to action by **your personal reasons for raising funds** – why has this cause touched you so deeply that you wish to raise funds for it? Are you doing this in memory of a loved one lost to cancer or in solidarity with someone who has cancer now? What is this organisation that you are raising funds for doing to improve matters? How will funds you raise help make a difference?
- **Promote Updates to Your Project A Few Times Per Week** - Posted a few new comments? Received a few new donations? Posted new links, pics or a video? Posted re your project's progress? Posted a "Did You Know?" fact? **Use this as an opportunity to send out the URL to your project page again** to all your contacts and ask them to pass it on...
- **Your Comment Box on Your Project Should be Used as a Blog - Update supporters regularly** on how you are feeling or what you have been experiencing during this fundraising effort – what motivates you, what do you need your supporters to do, thank people who have made donations or made inspiring comments, etc. Direct them to links on the CANSA website at [www.cansa.org.za](http://www.cansa.org.za) so that they can learn more about CANSA's holistic care & support to those affected by cancer.

**Other Resources: - Not sure what to write or post in your comment box?**

**THINK AGAIN!** Use the info below to post links re CANSA and create some hype for your fundraising project.

- [How Funds Raised by CANSA are Used to Fight Cancer](#)
- [CANSAs Care Service](#)
- [CANSAs Early Detection & Screening Campaigns](#)
- [CANSAs Educational Campaigns to Reduce Cancer Risk](#)
- [Quit smoking with Sergeant Kickbutt!](#)
- [Contact details for CANSAs Care Centres](#) (screening, counselling, medical equipment hire)
- [CANSAs CancerCare Coping Kit Audioprogramme](#) for those who have recently been diagnosed with cancer & their loved ones
- [Resources for cancer Survivors & their loved ones](#)
- [Promote our Facebook Support groups of cancer Survivors \(patients\), caregivers, parents of children with cancer and other online support platforms](#)
- [Support for Youth, Teens & their families who are affected by cancer](#)

**Be Inspired - Have a look at a few online fundraising activists who got it right:**

**Shavathon:**

- [Paige Jenje](#) – **CANSAs Shavathon 2016** – *individual* raised R49 834

- [Success stories 2015](#) and [2014](#)
- [Christy Strever](#) **CANSA Shavathon 2014** – *individual* raised R13 130 online & additional R15 370 off-line.
- [Vicky Hyland](#) – **CANSA Shavathon 2012** – *community* raised R58 000

**CANSA Active Fundraisers:**

- [Runners against Cancer](#) – raised R125 000
- [Glencore Cycling Club](#) – raised R122 970

**BEST OF LUCK and THANK YOU**

for

supporting CANSA Shavathon

and helping us to provide cancer Survivors and loved ones with proper care & support!