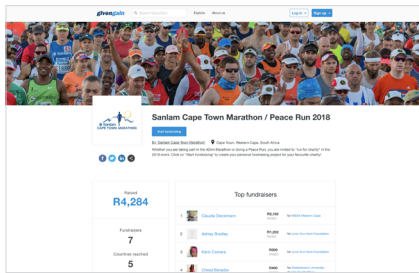**Sanlam**
CAPE TOWN MARATHON

RUN THE SANLAM CAPE TOWN MARATHON FOR CHARITY

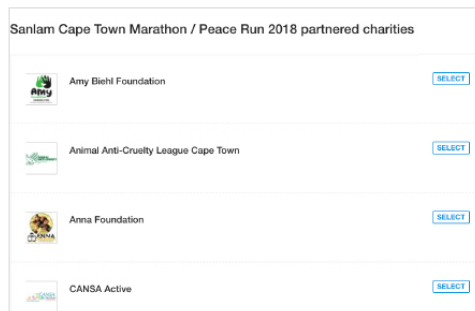## How to set up your online fundraising event in 90 seconds!

1 Visit the official Sanlam Cape Town Marathon fundraising event on GivenGain, or use the Search option to locate the event page.
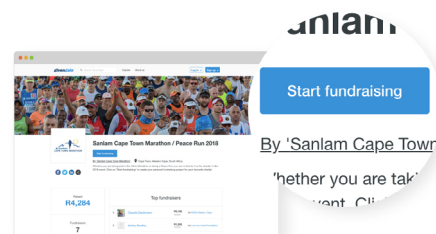
Visit the event page

www.givengain.com/e/ctmarathon2018/

2 On the event page, click on **"Start fundraising"** to register a fundraising project with your Facebook login details or an e-mail address.

Start fundraising

3 When logged in, click on **"Select"** next to one of the partnered charities listed, or use the **"Search"** field to select another charity*.

Sanlam Cape Town Marathon / Peace Run 2018 partnered charities

Amy Biehl Foundation		SELECT
Animal Anti-Cruelty League Cape Town		SELECT
Anna Foundation		SELECT
CANSA Active		SELECT

*If your preferred charity is not yet on GivenGain, have them apply for a free charity account at **www.givengain.com/list/**. Once their GivenGain profile is live, you'll be able to link your fundraising project to them.*

4 Complete the project steps, adding a video, photo or both and providing information about your project. Set a realistic fundraising goal – you can always change it later. All funds raised will go to your selected charity, even if you don't reach your fundraising goal.

PROJECT INFO   SET A GOAL   EXTRAS

5 Share your fundraising project link with friends, family and colleagues via e-mail and social media, asking them for donations.

https://www.givengain.com/ap/	myproject

Good luck!

givengain

www.givengain.com | teams@givengain.com | Fundraiser FAQs

This is what your project page will look like

To receive donations, copy the URL and share it with your network via e-mail and social media.

Add an image and video to your project.

Describe your project.

Your project title.

Summarise your project.

Anyone can donate from anywhere.

https://www.givengain.com/ap/myproject

Running a half marathon to help endangered animals

I will run 21km to raise $4000 for WWF

A project by Alex Johnson · New York, USA

Helping animals has always been a passion of mine, especially those that are facing extinction. So I have decided to dust off the old running shoes and prepare for the race of a lifetime. I will endure 21 km of tough road, hills, wind, sunshine to reach my goal. Your help with...

Raised
$1,455

Target	Remaining
$4,000	41 Days

Donate now

A PROJECT BY

Alex Johnson
New York, USA

Passionate animal lover, outdoors person, family man.

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5 tips for successful fundraising

1 TELL YOUR STORY

Communication is key and passion is power. Tell your visitors why you are fundraising and what direct positive impact their support will have. Better yet, say it in a YouTube video!

2 SHARE YOUR PROJECT LINK

Tell friends, family and colleagues about your project through personal e-mails, word of mouth, Facebook, Twitter or your blog. Always include a link to your project page.

3 THANK YOUR DONORS

Keep your donors motivated by taking the time to thank each one individually when they make a donation. This often leads to more donations.

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4 PROVIDE REGULAR UPDATES AND KEEP ASKING

Let your followers know how your fundraising project is going, whether it is preparing for a race or reaching an important milestone. Always include an ask in your update.

5 MOBILISE YOUR NETWORK

As the saying goes, "1 plus 1 equals 11". Raise the visibility of your project by asking your network to spread the word about it!