

# Getting Started With Fundraising

---

A how-to guide for setting up  
your Just Giving page and  
maximising donations!



The  
● Pituitary  
Foundation

For hormones • For health • For life



# Thank You to Our Supporters

---

On behalf of The Pituitary Foundation, and the community that we represent, I would like to thank you for signing up to support our work as a fundraiser!

Fundraisers like you are essential to our work; we could not continue to be there for everyone affected by pituitary conditions if it weren't for the generosity, determination, and hard work of our fundraising community.

Every year, we see an increase in demand for our services, and we hear from people at all stages in their pituitary journey who are reaching out to us in need of support. The vital services we offer rely on funds that people like you generate - every penny you raise counts.

Whether you're lacing up your boots to take on a trek, training for a big race or getting baking for a cake sale - we want to say a **huge thank you!**

We also want you to know that we're here to support you in the run up to your fundraising event and beyond. If you have any questions or would like more information on how we can help you get the most out of your fundraising activity, please do reach out to me at [jay@pituitary.org.uk](mailto:jay@pituitary.org.uk).

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Jay Sheppard', with a stylized flourish at the end.

Jay Sheppard, Head of Fundraising

# Creating a Just Giving page

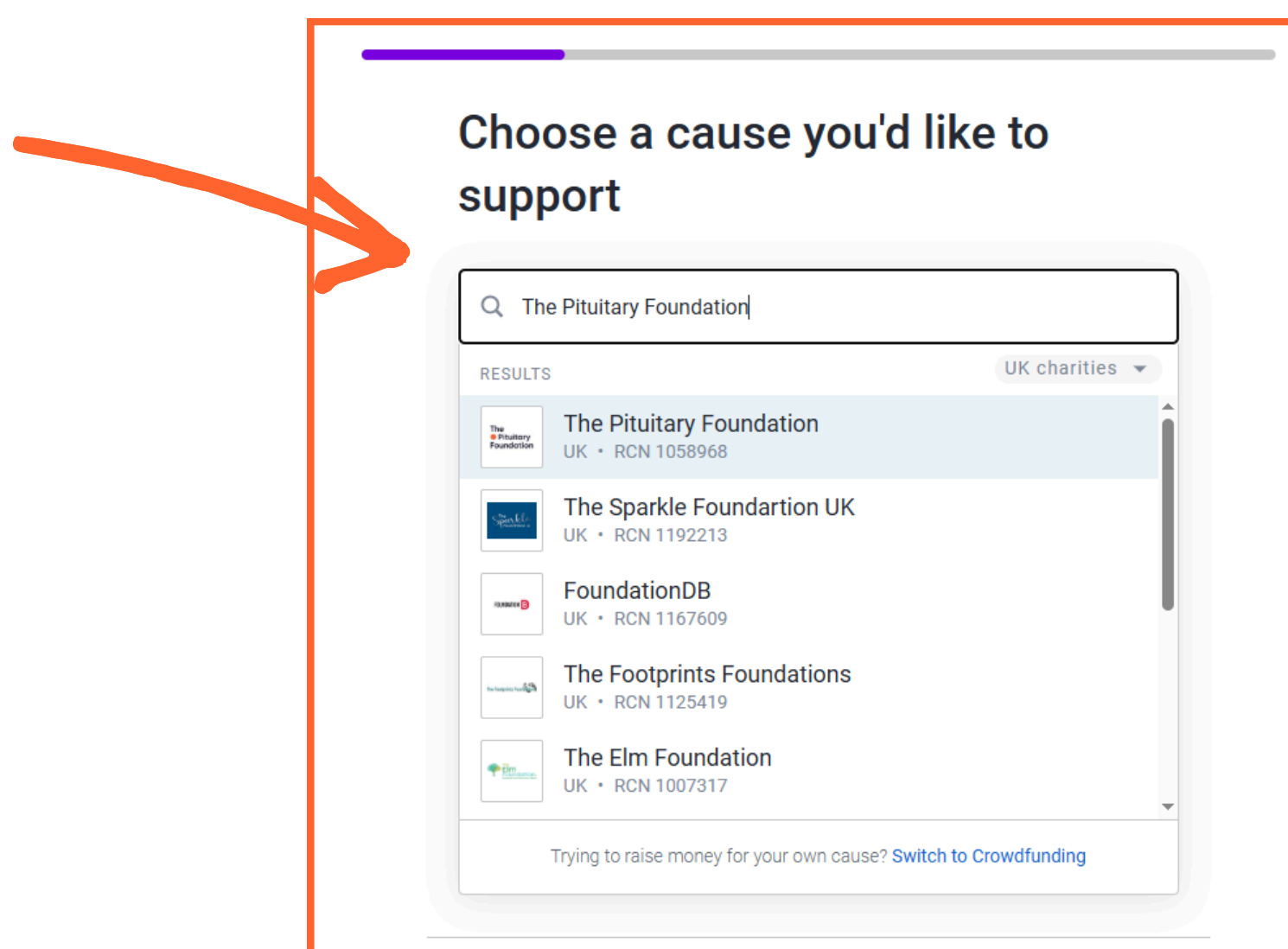
---

**Step 1:** Visit [www.justgiving.com](https://www.justgiving.com)

**Step 2:** Click 'Start fundraising' and select 'I'm fundraising for a charity'

**Step 3:** Sign in to your Just Giving account. If you don't have a Just Giving account, you'll need to set one up at this stage

**Step 4:** Once you're signed in, search for The Pituitary Foundation as the cause you would like to fundraise for, and select us from the dropdown menu



**Step 5:** When prompted, select whether you are fundraising in memory of someone

**Step 6:** Choose which activity type is relevant to you, for example, if you are taking part in a larger event, organising your own fundraising event or simply just fundraising.

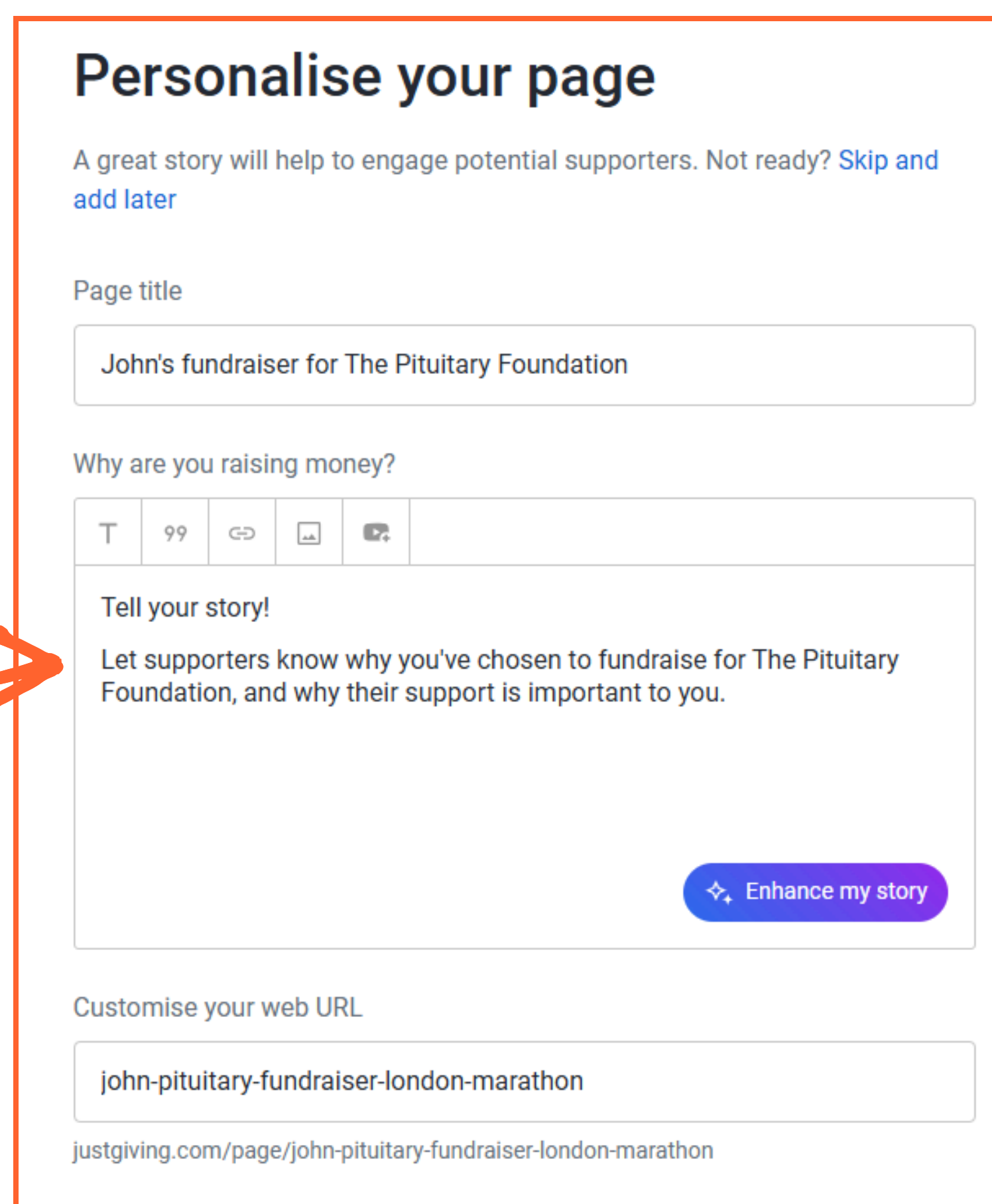
Please note, if your event is not a nationally-recognised event (like a marathon), then you will need to select 'create your own activity'. You will also need to do this for events that The Foundation is hosting.

**Step 7:** Either search for and select your event, or fill in the details of your own event/fundraising activity

**Step 8:** Set a target fundraising amount. Targets are a great way to track your progress and encourage donors to support you in reaching your goal. You can start small and increase your target if you reach it, or be ambitious and set yourself a bigger goal!

**Step 9:** Personalise your page! This is your chance to tell your story and let donors know why you've chosen to support The Pituitary Foundation. You can also add photos and videos at this point too.

**Top tip – Personalised pages with photos tend to raise more money than pages that aren't personalised!**






**Personalise your page**

A great story will help to engage potential supporters. Not ready? [Skip and add later](#)

Page title

John's fundraiser for The Pituitary Foundation

Why are you raising money?

T 99   

Tell your story!

Let supporters know why you've chosen to fundraise for The Pituitary Foundation, and why their support is important to you.

[Enhance my story](#)

Customise your web URL

john-pituitary-fundraiser-london-marathon

justgiving.com/page/john-pituitary-fundraiser-london-marathon

#### Keeping in touch

The Pituitary Foundation will receive your details and may need to contact you to support you in this fundraising effort.

☒ I'm happy for The Pituitary Foundation to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

**Don't forget to tick this 'keeping in touch' box, so we can send you updates about your fundraising and future events!**



# Maximise your impact with matched funding!

---

If you are currently working and have signed up for a fundraising event, then it may be worth asking your employer if they operate a matched funding policy.

Matched funding is where your employer pledges to match donations raised, usually up to a certain amount. Many employers in the private sector, such as banks, supermarkets and other business, have such policies.

In most cases your employer will ask for a letter from the charity you are fundraising for, to confirm details of your fundraising event. If this is needed, please contact [jay@pituitary.org.uk](mailto:jay@pituitary.org.uk) to arrange this.

Some companies that have matched donations to us before include...



## Our top tips

---



### Share your fundraising page far and wide!

The more people you can reach, the more money you can raise. You can share your page on social media, with friends and family or even at work.



### Post regular updates to your Just Giving page

People are more likely to donate if they can see how hard you are working to reach your fundraising goal. You can even connect your page to Strava/FitBit to show your training activities. [Find out more here.](#)



### Fundraise in style!

You'll get a Pituitary Foundation t-shirt as part of your #TeamPituitary fundraising pack. Why not use a photo of you wearing this for your Just Giving page?



### Share your photos

Tag us in your photos on social media and use the hashtag **#TeamPituitary**. You can also email your photos to [fundraising@pituitary.org.uk](mailto:fundraising@pituitary.org.uk) for us to share.



### Enjoy your achievement!

Not only have you completed a fantastic challenge, but you have also helped to raise funds for a small rare disease charity, where every penny makes a huge difference. With your support, we're able to continue helping everyone in the pituitary community. Thank you!