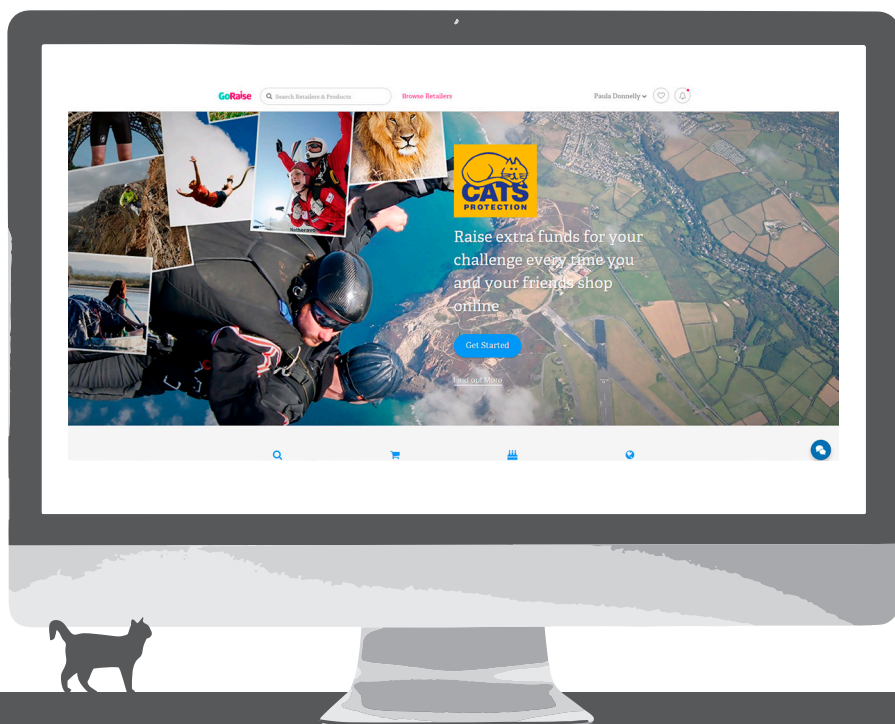




# GoRaise



# What is GoRaise?

At GoRaise, our mission is to help you raise more money, with minimum effort, without costing you a penny.

Simply by asking your friends, family and employers to make their everyday online purchases via GoRaise, you can easily boost fundraising for Cats Protection.

This document outlines the simple steps you can take to get up and running with GoRaise, and of course, we're happy to help get you started, so do please get in touch with any questions or ideas, on **07837 857 681** or email **[gary@goraise.co.uk](mailto:gary@goraise.co.uk)**

We hope the training is going well and we're looking forward to helping you all reach your fundraising targets!

Thanks!

**Gary Thompson**

CEO GoRaise

## How it works

GoRaise is an easy way for your friends, family and employers to raise money for your challenge with very little effort. Here's how:

**Step one – Start at GoRaise.co.uk** – Let's say you want to book a hotel with Hotels.com. Instead of going directly to Hotels.com, you first visit GoRaise.co.uk

**Step two – Click out to chosen retailer** – You then click out to Hotels.com. This lets them know that you came from GoRaise and which cause you support.

**Step three – Get a donation** – After you've booked your hotel, as a reward for using Hotels.com, they donate a percentage of what you spend to your chosen good cause.

Every month, as long as your funds are over £2, we'll pay money raised into the fundraising page you specified when registering.

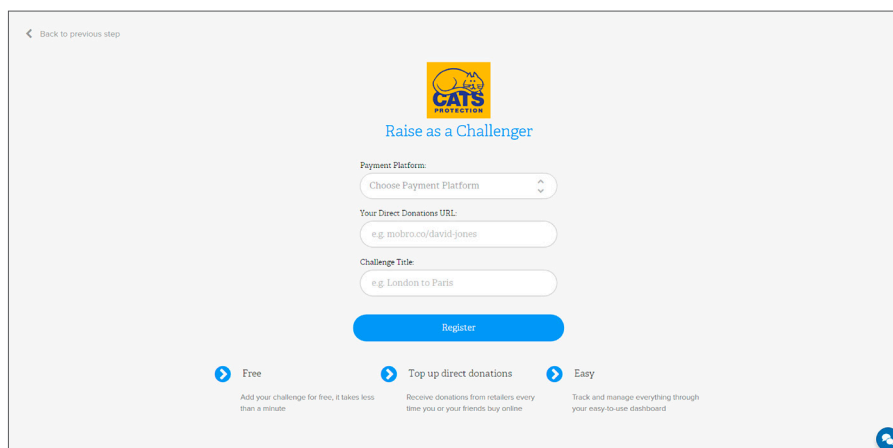


# Getting started

All you have to do is visit this link, click on 'get started' and enter a few details.


[www.goraise.co.uk/catsprotection-challenger](http://www.goraise.co.uk/catsprotection-challenger)

It takes no more than 30 seconds for you to register.



The screenshot shows a web form titled 'Raise as a Challenger' for Cats Protection. At the top left is a back arrow and the text 'Back to previous step'. The Cats Protection logo is centered above the title. The form includes three input fields: 'Payment Platform' with a dropdown arrow, 'Your Direct Donations URL' with a placeholder 'e.g. mooboo.co/david-jones', and 'Challenge Title' with a placeholder 'e.g. London to Paris'. A blue 'Register' button is below these fields. At the bottom, there are three options, each with a right-pointing arrow icon: 'Free' (Add your challenge for free, it takes less than a minute), 'Top up direct donations' (Receive donations from retailers every time you or your friends buy online), and 'Easy' (Track and manage everything through your easy-to-use dashboard). A small blue circular icon with a white arrow is in the bottom right corner.

< Back to previous step



Raise as a Challenger

Payment Platform:  
Choose Payment Platform ^ v

Your Direct Donations URL:  
e.g. mooboo.co/david-jones

Challenge Title:  
e.g. London to Paris

Register

Free  
Add your challenge for free, it takes less than a minute

Top up direct donations  
Receive donations from retailers every time you or your friends buy online

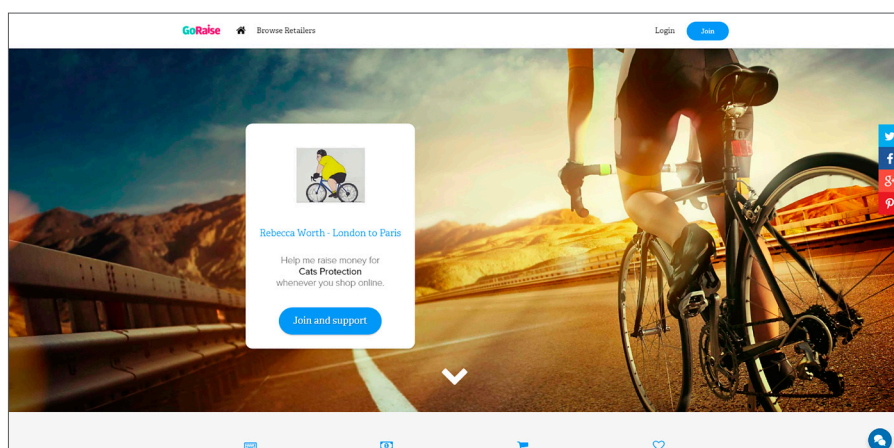
Easy  
Track and manage everything through your easy-to-use dashboard

# Bespoke landing pages

Your description, URL and images are taken from the donation platform used eg

[www.goraise.co.uk/FatBirdOnABike20-24July](http://www.goraise.co.uk/FatBirdOnABike20-24July)

Friends and family just click on 'join and support' to get started. Every time they shop online, they could be raising money for your challenge.



## Spreading the word

Twitter and Facebook are generally a great way to kick things off. Log in and visit the marketing tools page for a bit of inspiration

[www.goraise.co.uk/marketing-tools](http://www.goraise.co.uk/marketing-tools)

Another highly effective way of getting people to help is by getting them to sign up on the spot! Whip out your laptop or mobile and visit your page we've created on GoRaise and get people to enter their details.

The most important message is: it's doesn't cost a penny! Same products, same retailers, same price! It's only the retailer that pays.



## Chrome extension – never forget!

There is a chance that you'll sometimes forget to visit GoRaise before you buy anything. So that's why we've built the GoRaise reminder.

Every time you visit a partner retailer's website, if you've got the Chrome extension reminder installed you'll get a message that you simply click. This then activates the donation link and you carry on shopping as normal.

Just visit [www.goraise.co.uk/dashboard/browser](http://www.goraise.co.uk/dashboard/browser)

## Other top tips:

**Bookmark GoRaise** – especially useful when you shop on your mobile or tablet

**Make GoRaise your homepage** – do this and you'll be reminded to raise a donation every time you go online

## We are here to help

Hi, I'm Paula and it's my job to make sure you make the best out of GoRaise. I know how difficult it can be to raise money and additional GoRaise donations can be a great help.

If you've got any questions, please just shout out and I'll get back to you right away!



Paula Donnelly  
Community Manager  
01273 93 1918  
[paula@goraise.co.uk](mailto:paula@goraise.co.uk)



Thank you for  
your support



**T:** 01825 741 960 **E:** [events@cats.org.uk](mailto:events@cats.org.uk) **W:** [www.cats.org.uk/events](http://www.cats.org.uk/events)

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Reg Charity 203644 (England and Wales) and SC037711 (Scotland)