

# How to create a JustGiving fundraising page for Cats Protection





Creating a JustGiving page is a fantastic way to raise money for Cats Protection. Whether you're running an event, doing a personal challenge, or celebrating a special occasion, here's a step-by-step guide to help you write an engaging and effective fundraising page.



# 1. Set up your JustGiving account

Before you start writing, you'll need to create an account on JustGiving:

- Visit [justgiving.com](https://justgiving.com)
- Click on Sign Up (if you don't already have an account)
- Complete the registration process with your personal details

# 2. Create your fundraising page

- Once logged in, click Start Fundraising
- Select Charity, then search for and choose Cats Protection
- Choose the type of fundraiser you're doing (event, occasion, or personal challenge)





## 3. Give your page a title

The title should be clear and engaging, explaining what you are doing and why.

For example: “Getting creative for cats: my handmade creations to support Cats Protection” or “Bake sale to save stray cats – support Cats Protection”

A catchy and descriptive title can grab attention.

## 4. Set a fundraising goal

Set a realistic but ambitious fundraising target. This encourages people to donate. You can explain in the text why this amount is important.

For example: “I aim to raise £500, which can help provide vital care, food, and shelter for cats in need.”





# 5. Write an engaging story

The story section is where you explain your motivation for fundraising. It should be personal, heartfelt, and compelling. Here's a structure you can follow:

## a. Mention if you are supporting a local part of Cats Protection

If you are raising money for a particular cat centre or volunteer team please add this into your story section so we can make sure any money you've raised goes to the local area you have chosen.

For example: "I've chosen to support Essex Cat Centre as this is where I adopted my beautiful cat Bonnie from, all money I raise will go to support local cats at the centre and in the area."

## b. Explain why you're supporting Cats Protection

Perhaps you love cats, have adopted from Cats Protection, or want to help homeless cats. Personal stories resonate best with potential donors.

For example: "I've always loved cats and recently adopted a stray through Cats Protection. Their dedication to finding homes for thousands of cats each year inspired me to take action."

## **c. Tell people about your fundraising activity**

Be specific and enthusiastic about the challenge or event you're undertaking.

For example: "I'm hosting a charity bake sale this September, and I'll be baking a variety of delicious treats to raise funds for Cats Protection! Every pound raised will help provide care and shelter for cats in need, and your support will motivate me to make the best batch yet!"

## **d. Explain how donations will be used by Cats Protection**

Mention things like providing food, shelter, medical care, and adoption services.

For example: "By supporting my fundraiser, you'll help Cats Protection provide essential care, food, and medical treatment for cats looking for their forever homes. Every £10 could pay for a cat to be vaccinated or provide food for a week."

## **e. Call to action**

End with a strong appeal to donate. Ask people to share the page as well to help spread the word.

For example: "Please donate whatever you can to help me reach my target and make a better life for cats. Even if you can't donate, sharing this page with your friends and family would mean the world to me!"

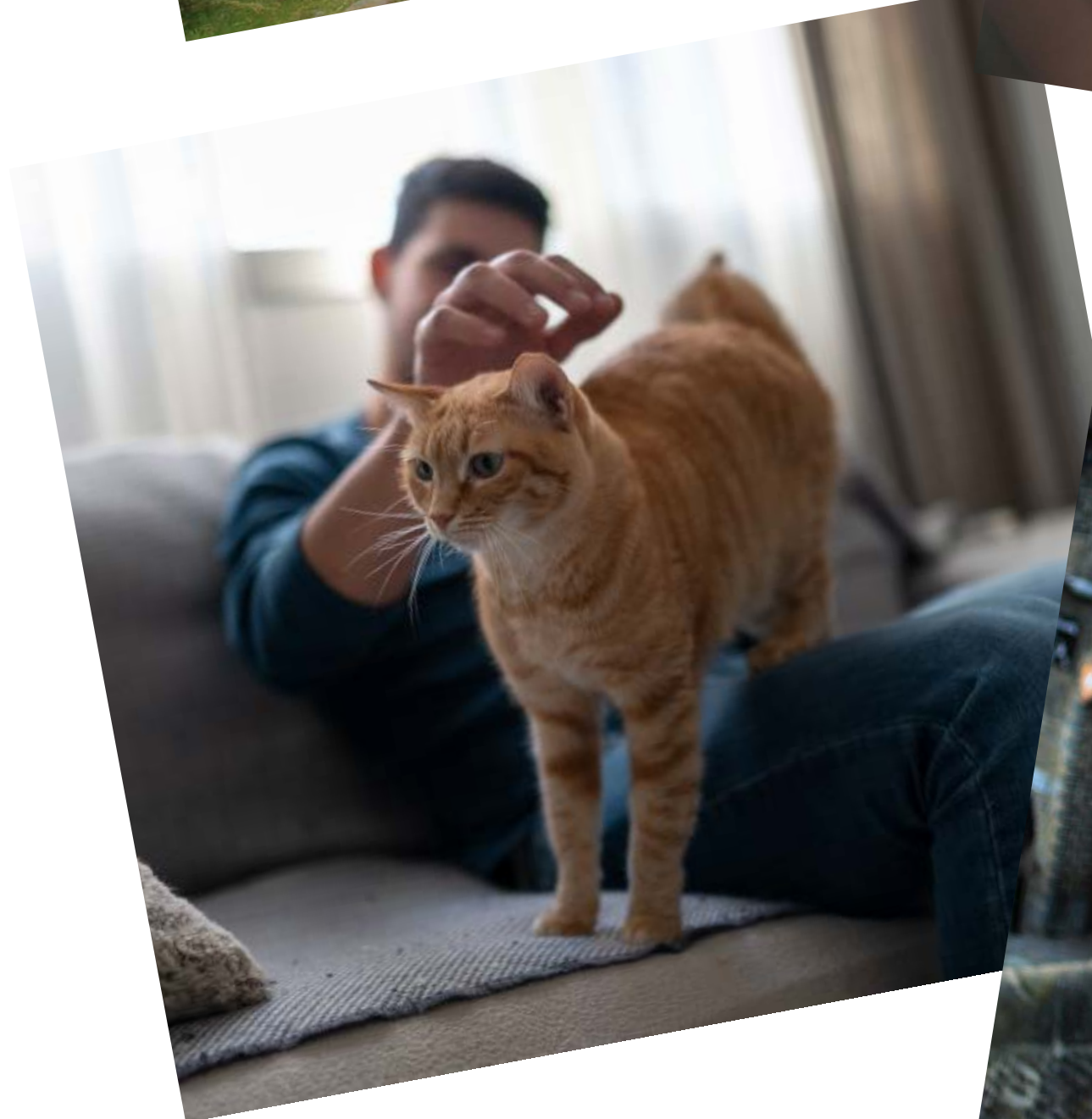


## 6. Add photos or videos

Adding a personal photo or video can make your page more engaging and help connect with potential donors.

Here are some ideas:

- A photo of you with a cat (especially if you've adopted one)
- A picture of the activity you're doing (for example, running, baking)
- A video explaining why you're fundraising for Cats Protection





## 7. Personalise your thank-you message

JustGiving allows you to send automatic thank-you messages when someone donates. Personalise this message to show your gratitude:

For example: “Thank you so much for your kind donation! Your support means everything to me and Cats Protection, and together, we’re making a better life for cats!”

## 8. Promote your page

Once your page is live, share it widely:

- Share on social media platforms (such as Facebook, Instagram, X (Twitter), LinkedIn)
- Send the link in an email to friends, family, and colleagues
- Post regular updates on your progress and thank donors publicly

## 9. Update your progress

Regularly update your page to keep donors engaged. Share milestones, photos of your progress, or updates on your event.

For example: “I’ve just completed my first 100 squats! Thank you to everyone who’s donated so far. We’re halfway to the goal!”



# 10. After the fundraiser

Once your fundraising event or challenge is complete, post a final update thanking everyone for their support and share how much was raised. You could also share what the funds raised will go towards.

For example: “Thank you all for your amazing support! Together, we’ve raised £500 for Cats Protection, which will help provide medical care, food, and shelter for many cats looking for their forever homes.”





**From all the  
cats and kittens,  
thank you so much  
for choosing to  
help us.**

If you have any questions or would like to get in touch,  
please contact our Fundraising team at  
[DigitalCommunity@cats.org.uk](mailto:DigitalCommunity@cats.org.uk)



Cats Protection is a registered charity 203644 (England and Wales), SC037711 (Scotland) and is listed as a Section 167 institution by the Charity Commission of Northern Ireland. | DCF\_2159