



Holding an in-celebration collection on JustGiving

Holding a collection in-celebration is a perfect way to add long-lasting significance to the celebration of a special occasion. Donations received will support sight saving research and treatments at Moorfields and beyond.

Using JustGiving is the easiest and most effective way of holding an in-celebration collection and allows people to donate online simply by using the fundraising page URL.

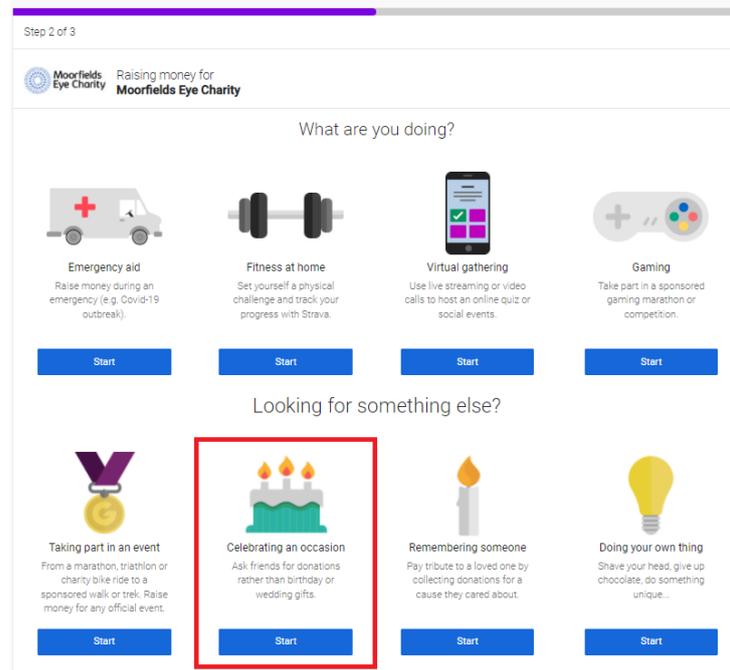
- 1) Visit www.justgiving.com/moorfieldseyecharity and click 'fundraise for us' in the top right corner

The screenshot shows the JustGiving page for Moorfields Eye Charity. At the top right, there is a 'Fundraise for us' button in blue, which is pointed to by a red arrow. Below it is a white 'Donate' button. The page content includes the charity's logo, name, and a brief description: 'We invest in life-changing eye care to help people with sight loss.' There is also a section for 'About Moorfields Eye Charity' and several donor testimonials, such as 'Peter Stayton £90.00 + £12.50 Gift Aid' and 'Steve dalby £100.00 + £25.00 Gift Aid'.

- 2) Upon clicking the button, you will be asked to provide your JustGiving login details. If you do not already have an account, you will need to create one by clicking 'sign up'

The screenshot shows the JustGiving login page for Moorfields Eye Charity. At the top, there is a 'Log In' heading. Below it is a link for 'New to JustGiving? Sign Up', which is pointed to by a red arrow. The login form includes fields for 'Email' and 'Password', a 'Remember me' checkbox, and a blue 'Continue' button. Below the form are links for 'Forgot your password?' and social media login options for Facebook and Twitch.

- 3) Once you have created your account/logged in you will be asked what the purpose of your fundraising is. Please make sure to select 'Celebrating an occasion' as per below image



- 4) Fill in the relevant details in the below form, including the details of the event you are celebrating

Step 3 of 6

Let's do the basics

Now set a goal that will inspire your supporters and fill in some basic information about your page

Raising money for

 Moorfields Eye Charity [Change](#)

How much do you want to raise? [?](#)

£ 500 GBP ▾

£500 Starter £1000 Most popular £1500 Adventurous

What's the occasion?

Birthday

Wedding / civil partnership

Other

Name of the person celebrating

When are you celebrating your birthday?

e.g. 15 July 2020

[Next: Personalise](#)

- 5) Next you will need to personalise your page. Whilst there is default text, we recommend writing in your own words why you're choosing to support Moorfields – it makes a big difference when people are deciding whether to donate or not

Step 4 of 6

Personalise your page

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

Page title

Why are you raising money?

Thanks for taking the time to visit my JustGiving page.

Donating through JustGiving is simple, fast and totally secure. Your details are safe with JustGiving - they'll never sell them on or send unwanted emails. Once you donate, they'll send your money directly to the charity. So it's the most efficient way to donate - saving time and cutting costs for the charity.

Customise your web URL (Optional)

justgiving.com/page/team-moorfields-1646138773787

[Go back](#) [Next: Page cover](#)

- 6) Finally, you can add a cover photo for the page, again we really recommend using one of your own to make the page feel more personal

Step 5 of 6

Add a page cover

This is a large photo or video at the top of your page. Not ready? [Skip and add later](#)

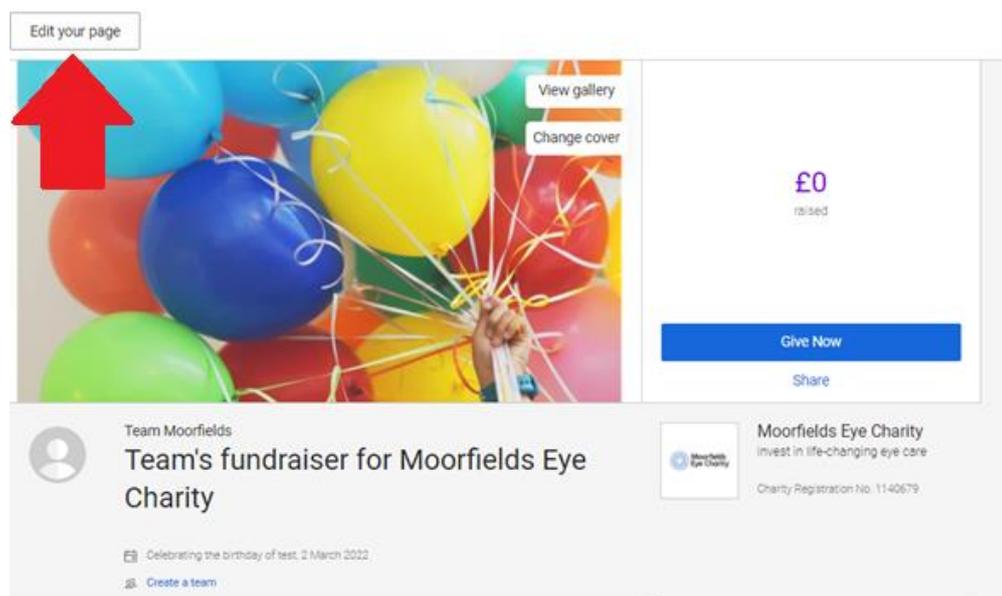
Default photo



[Upload image](#)

[Go back](#) [Next: Finalise](#)

- 7) You can change your page at any time after creating it by clicking the 'edit your page button'



- 8) Once you are happy with your page, you can share the URL with friends and family, and they can donate directly. Any donations made to the page come to us automatically, so no need to worry about transferring the proceeds
- 9) We strongly recommend sharing the page on your social media channels/Whatsapp/by email and asking friends/family to do the same. This is a great way to increase the visibility of your page and leads to more donations.

We understand that some people who may wish to contribute to the collection will not be able to do so online. These people can send a cheque made payable to 'Moorfields Eye Charity' to:

Moorfields Eye Charity
162 City Road
London
EC1V 2PD

Please ask them to include a note stating the donation is in celebration of your special occasion so we are able to ensure the money is included as part of the wider collection.

Alternatively, they can make a donation by card over the phone, by ringing us on **0207 566 2565**. Again, please do ask that they tell us the donation is part of your celebrations.