



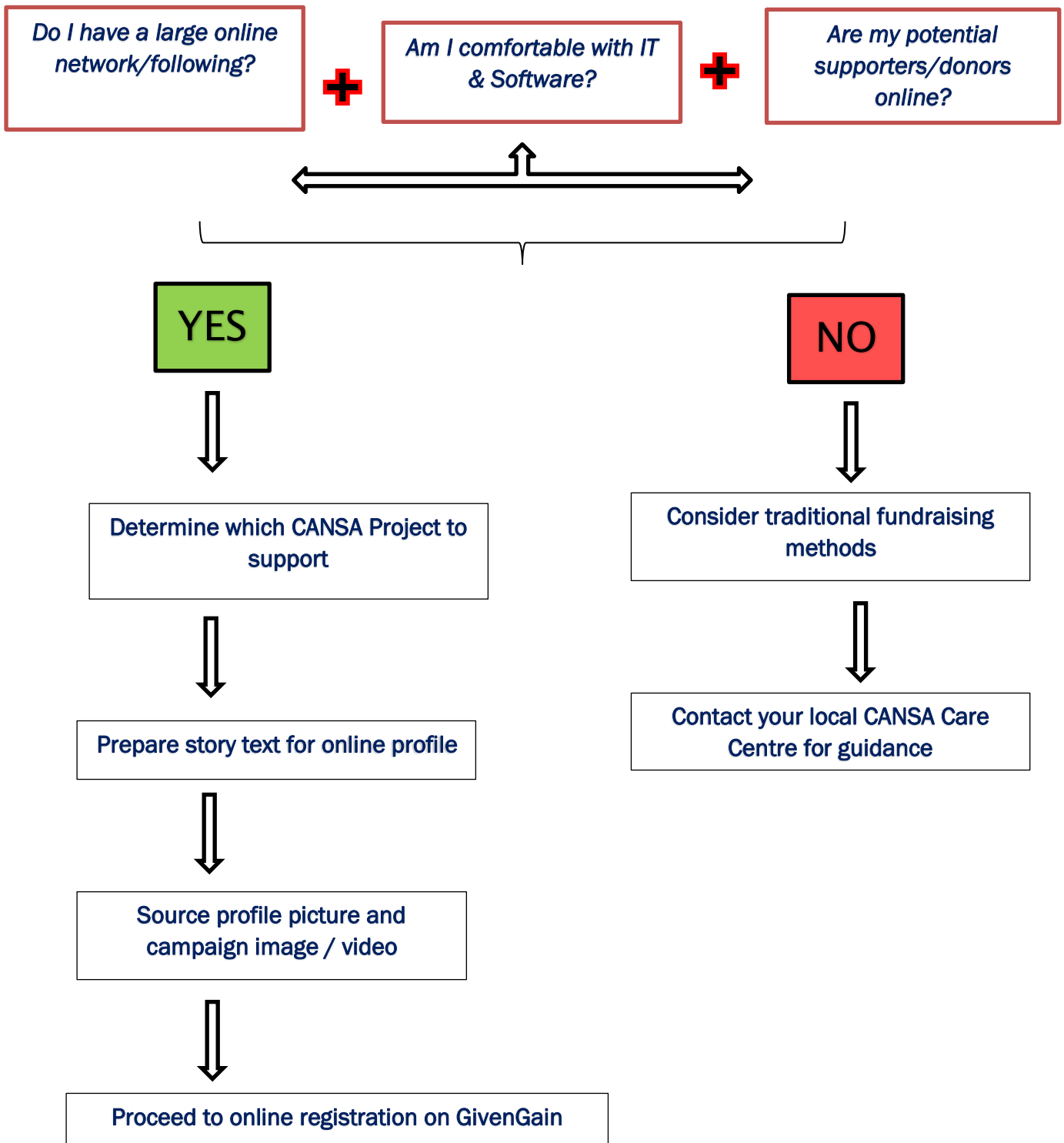
# Online Fundraising Manual

For

**CANSA Active**

**on GivenGain**

## Overview of Registration Process



## Before Registering as an Online Fundraiser

- **Determine whether you have a relatively large online network of email contacts and Facebook/Twitter/Instagram followers.**
- **Determine whether your network of potential donors, supporters are regularly on email and social media and are prepared to register as online donors and do online donations.**
- **Are you comfortable using software on pc's and mobile devices?**
- **Determine which division of CANSA Active's various online projects you want to channel your fundraising towards.**
- **Draft the text to include on your online profile, refer to template form.**
- **Source a suitable profile picture and campaign image and/or video.**
- **Go to [https://www.givengain.com/c/cansa\\_active/](https://www.givengain.com/c/cansa_active/)**

**Select the campaign you would like to support:**

- [https://www.givengain.com/cc/cansa\\_active\\_cycle/](https://www.givengain.com/cc/cansa_active_cycle/)
- [https://www.givengain.com/cc/cansa\\_active\\_go\\_wild/](https://www.givengain.com/cc/cansa_active_go_wild/)
- [https://www.givengain.com/cc/cansa\\_active\\_run/](https://www.givengain.com/cc/cansa_active_run/)
- [https://www.givengain.com/cc/cansa\\_active\\_swim/](https://www.givengain.com/cc/cansa_active_swim/)

# Check that you are on the CANSA project you have chosen



## CANSA Active - Run

Take part in your favourite Running Challenge and raise funds for CANSA

A campaign by [CANSA Active](#) 📍 Johannesburg, Gauteng



- Become a Fundraising Activist - create your own fundraising page for CANSA Active Run
- Support the Activist of your choice - find Activist's fundraising page for CANSA Active Run
- Make a general donation towards CANSA Active Run

Take part in your favourite Running Challenge and raise funds for CANSA by getting your social and business contacts to sponsor your participation via donations to your own online fundraising page.

### Queries CANSA

- For more information contact Leilani Geduld: [lgeduld@cansa.org.za](mailto:lgeduld@cansa.org.za)

### How to Open & Manage Your Online Fundraising Page

- See how to create & promote your online fundraising project...
- Troubleshooting: send an email to Leilani Geduld: [lgeduld@cansa.org.za](mailto:lgeduld@cansa.org.za)

📧 Email

🐦 Tweet

RAISED

R1,823,690\*

TARGET

R300,000

Donate now!

Start fundraising

Share on Facebook

\* Total includes R80,289 raised from sources outside Givengain

### FUNDRAISERS

RAC Runners Against Cancer  
R807,225 raised

Antonietta Giuricich  
R82,830 raised

Teresa Wilson  
R20,215 raised

Tania & Jacques De Kock  
R17,500 raised

Rakesh Ramjagan  
R17,615 raised


110 Fundraiser projects

Click on the Start fundraising button

If you have not registered on Givengain, please complete your details in the fields provided:


The screenshot shows a registration page for Givengain. At the top, there is a logo for 'CANSA Active' and the text 'In support of CANSA Active'. Below this, it says 'Welcome! Let's get you started.' The main section is titled 'SIGN UP WITH' and features a 'Google' login button. A message states 'Sorry, Facebook login is currently unavailable. We won't post to your social accounts without your permission.' Below this is an 'OR' separator. The registration form includes fields for 'Your first name', 'Your last name', 'E-mail address', and 'Choose a password'. There are two checkboxes: 'I agree to receive communication from GivenGain' and 'I accept the Terms of Use and Privacy Policy'. A blue 'Sign up for free' button is at the bottom, with a 'Log in' link for existing users. A small heart icon is at the bottom center of the page.

## If you already have a Givengain account:

  
In support of CANSA Active

Welcome! Let's get you started.

SIGN UP WITH

 Google

Sorry, Facebook login is currently unavailable.  
We won't post to your social accounts without your permission.

OR

Your first name

Your last name

E-mail address

Choose a password


Your password must be 8 characters or longer.

I agree to receive communication from GivenGain

I accept the [Terms of Use](#) and [Privacy Policy](#)

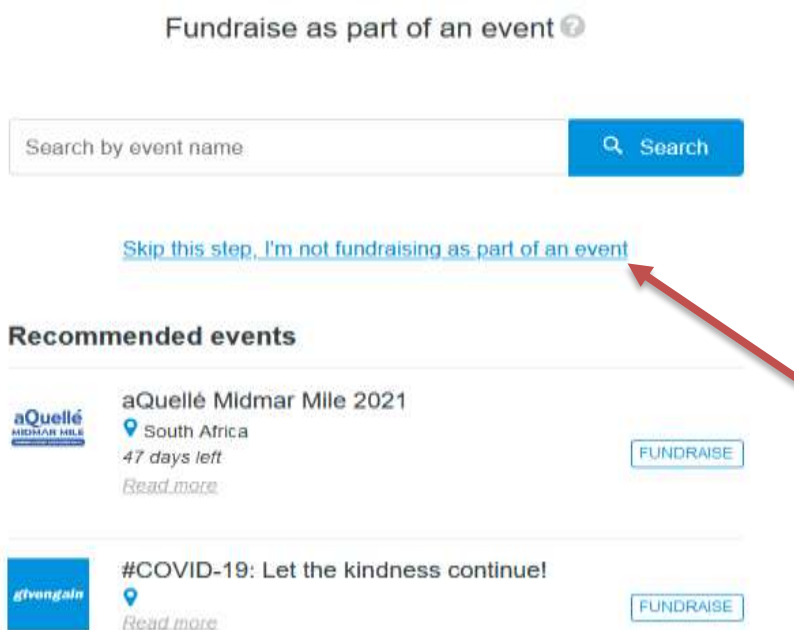
[Sign up for free](#)

Already have an account? [Log in](#)

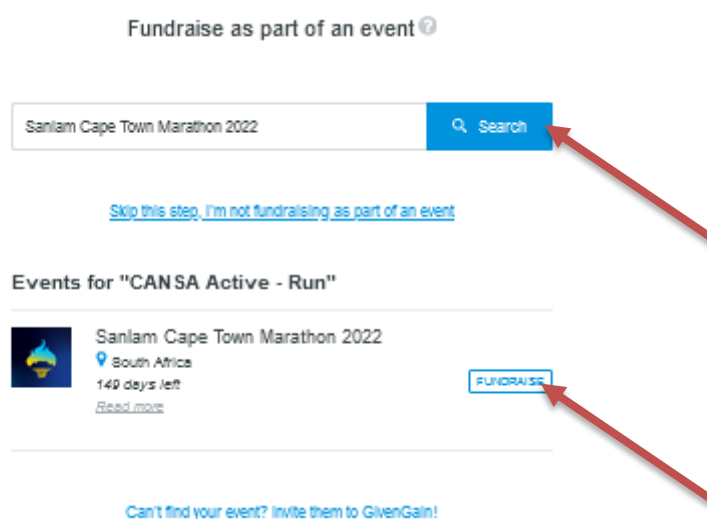


Enter your login details.

Click on 'Skip this step, I'm not fundraising as part of an event' if you ARE NOT taking part in a registered event.



If you ARE taking part in a registered event, type in the event name or select it from the list:



Add a photo / video

Add media

Edit your project name.

Edit your project's description

Edit

Edit your project's Target & Currency

TARGET

US\$1,500

DAYS TO GO

32

Edit your project's target date

First day of fundraising on GivenGain!

I've started raising money for CANSA Active today. They do amazing work and I'd be really grateful for your support!

Delete Edit

Write an update

Benefiting charity

CANSA Active

Johannesburg, Gauteng

LEARN MORE

Edit

Fundraise as part of an event

An event is either a public event, e.g. a cycling race in which you can participate and fundraise, or a private group of people fundraising together for one or more charities.

Join an event

This is what your page will look like

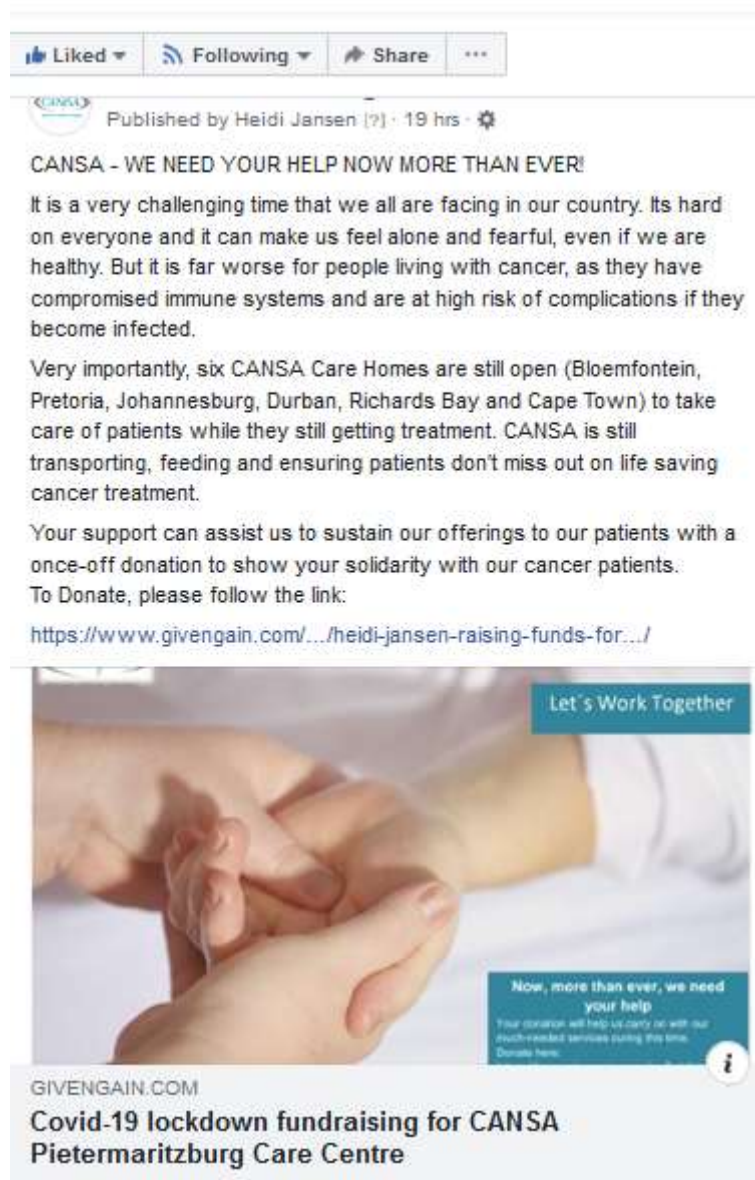
Save as draft

Looks good, make it live


Once all is edited  
Click here to go live



## Great example of how to share a Facebook post of the project:



Liked Following Share ...

 Published by Heidi Jansen [?] · 19 hrs · ⚙️

**CANSA - WE NEED YOUR HELP NOW MORE THAN EVER!**

It is a very challenging time that we all are facing in our country. Its hard on everyone and it can make us feel alone and fearful, even if we are healthy. But it is far worse for people living with cancer, as they have compromised immune systems and are at high risk of complications if they become infected.

Very importantly, six CANSA Care Homes are still open (Bloemfontein, Pretoria, Johannesburg, Durban, Richards Bay and Cape Town) to take care of patients while they still getting treatment. CANSA is still transporting, feeding and ensuring patients don't miss out on life saving cancer treatment.

Your support can assist us to sustain our offerings to our patients with a once-off donation to show your solidarity with our cancer patients. To Donate, please follow the link:

<https://www.givengain.com/.../heidi-jansen-raising-funds-for.../>

GIVENGAIN.COM  
**Covid-19 lockdown fundraising for CANSA Pietermaritzburg Care Centre**

## Important aspects of the system to keep in mind:

- **GivenGain is a safe, secure online fundraising platform used by hundreds of charities worldwide with 116 000 donors who have donated since 2001. All online donations are deposited directly into the charities bank account.**
- **Money raised and paid in via manual offline channels (e.g. EFTs directly to CANSA's bank acc) will only be reflected if you log in and add the donations as manual donations.**
- **Prepare cover pictures and project images before starting registration (only .jpg and .png files allowed). Minimum dimensions are:**
  - **Profile picture: 288x288**
  - **Larger Project image: 643x390 pixels**
- **Remember to regularly update your project with new pictures and videos**  
  
*(Settings --- Profile and Activist Projects ---Edit)*
- **Regularly post Comments and Updates detailing progress made in your campaign. It shows potential donors that 'it's real'.**  
  
*(Activist Projects --- View --- Comment --- Leave a comment)*

## Tips to Promote Your Online Fundraising Page

- **Make Use of All Your Contacts & Ask Them To Pass On -** When you send out your appeal for donations towards your online fundraising page, make use of all your email contacts and social networking contacts – but don't stop there, ask these contacts to pass your request on to their contacts to broaden your potential donor base – even use contacts within your community (your karate instructor – he can share with his students, etc.)
- **Make It Social -** Take advantage of social media to keep your campaign vibrant. Post images and stories about your campaign and CANSA's mission. Post pictures and stories from your kick-off event and of those who benefit from CANSA's work. And don't forget to ask your contacts to re-post, re-tweet, and share your posts so you can get your message out to more people. Creating a hashtag for your campaign can make it easier to cultivate and share messages from your supporters. Tag and follow CANSA on social media: Facebook: [CANSA The Cancer Association of South Africa](#), Twitter: [@CANSA](#), Instagram: [@cancerassociationofsouthafrica](#), [LinkedIn](#) and [Pinterest](#).

## Tips to Promote Your Online Fundraising Page

- **Be Direct - If you are appealing for donations through Facebook, for example, don't just put your appeal in your Newsfeed, INBOX your friends! It is much easier to ignore something in the newsfeed than a personal message... - if you are shaving your head or building up towards some kind of action, create some hype by creating an event on Facebook and inviting your friends – include the link to your fundraising page of course! Remember to make your Facebook post Public so that people can share your post with their friends, you might even go viral! In our digital society, we often forget about the power of one-to-one communication. Consider picking up the phone and calling your contacts.**
- **Make your Appeal for Support Stand Out – What is Your Story? – Potential donors need to know they are supporting a worthy cause, but they also will be moved to action by your personal reasons for raising funds – why has this cause touched you so deeply that you wish to raise funds for it? Are you doing this in memory of a loved one lost to cancer or in solidarity with someone who has cancer now? What is this organisation that you are raising funds for doing to improve matters? How will funds you raise help make a difference?**

## Tips to Promote Your Online Fundraising Page

- **Promote Updates to Your Project A Few Times Per Week - Posted a few new comments? Received a few new donations? Posted new links, pics or a video? Posted re your project’s progress? Posted a “Did You Know?” fact? Use this as an opportunity to send out the URL to your project page again to all your contacts and ask them to pass it on...**
- **Your Comment Box on Your Project Should be Used as a Blog – Update supporters regularly on how you are feeling or what you have been experiencing during this fundraising effort – what motivates you, what do you need your supporters to do, thank people who have made donations or made inspiring comments, etc. Direct them to links on the CANSA website at [www.cansa.org.za](http://www.cansa.org.za) so that they can learn more about CANSA’s holistic care & support to those affected by cancer.**
- **Make It Easy – Make Your URL Available - Include your URL to your fundraising page on everything online that is available to you – e.g. add in your email signatures, on your social networks, etc. – your project will then be just a click away from a potential donor!**

## Tips to Promote Your Online Fundraising Page

- **Send a Weekly Email - Weekly emails are a great way to inform and motivate your potential donors from the campaign's start to finish. A few ideas for what to share with supporters each week: An example of what funds can do for the organisation's mission; An inspirational story about someone who benefitted from CANSA's mission.**
- **Keep It Fun - The whole point of communicating with your contacts during your campaign is to keep them informed. So, keep your messages to them succinct and fun. Use bullet points, graphics, and videos to make communications easy and interesting to read. And, be sure to keep content varied and compelling, giving them a reason to open and read your messages each week.**
- **Remember to Thank your Donors personally when they have made a donation, especially large donations.**

**Other Resources: Not sure what to write or post in your comment box? THINK AGAIN! Use the info below to post links re CANSA and create some hype for your fundraising project.**

- [How Funds Raised by CANSA are Used to Fight Cancer](#)
- [About CANSA's Care Service](#)
- [About CANSA's Early Detection & Screening Campaigns](#)
- [CANSA's Educational Campaigns to Reduce Cancer Risk](#)
- [Live a Balanced Lifestyle](#)
- [Quit smoking with Sergeant Kickbutt!](#)
- [Men's Health](#)
- [Women's Health](#)
- Contact details for [CANSA's Cancer Care Centres](#)
- Share [CANSA's CancerCare Coping Kit Audioprogramme](#) with those who have recently been diagnosed with cancer & their loved ones
- [Share resources for cancer Survivors & their loved ones](#)
- [Promote our Facebook group for cancer Survivors / Caregivers / Parents of children with cancer / Other online support platforms](#)
- [Support for Youth, Teens & their families who are affected by cancer](#)

## Be Inspired

Have a look at a few online fundraising activists who got it right:

- + [Runners Against Cancer](#) - CANSA Active - Run 2015-18 – raised R807 225
- + [HALO](#) – CANSA Active - Cycle - raised R70 463
- + [Bannister Erasmus](#) – CANSA Active – Cycle - raised R140 100

More CANSA Active [success stories](#)

**BEST OF LUCK**

and

**THANK YOU**

**for supporting CANSA**

**and the fight against cancer.**