

Local Fundraising at Christmas

JustGiving and QR Codes

Why Just Giving?

Many of you are now very familiar with the joys of JustGiving:

- All funds donated are clearly for your corps
- We aim for all funds to be with you within 3 weeks of a donation being made at the latest
- Your JustGiving Page will have its own QR code (example below) that you can add to posters, banners etc. People can scan it on their phones and be taken straight to your JustGiving page

In the corps Christmas survey, 50% of corps that responded rated the JG page as contributing significantly to their income.

Christmas 2024 JustGiving pages

We have set up a JustGiving page Campaign:

[Be a STAR and Fundraise for The Salvation Army at Christmas! - JustGiving](#)

Why have we done this?

- This means that all JustGiving pages across the UK are linked together under one umbrella ('campaign')
- It makes it easier to track income that is specifically meant for Christmas activities- and this gets a tick from a legal point of view

- It enables those of you who have Community Support pages for general funds to keep those monies separate

Setting up your Christmas JustGiving page

By now, you should have received an email or seen the Bulletin with instructions on how to set up your JustGiving page. This will outline simple instructions for claiming your page.

If you haven't received this email, please contact us on challenge@salvationarmy.org.uk and we'll be able to help you.

How to make the most of your JustGiving page

If you complete these 5 simple steps below, you'll likely be surprised at how many more funds will come through on your JustGiving page.

- Personalise your corp's JustGiving page

Edit your page and inspire supporters by what you are doing. You can add photos of your Christmas preparations and edit the cover photo of your fundraising page, and you can also add information about your corps' activities under 'Story' on your page.

- Update your corp's webpage with your new JustGiving link
- If you need support with this, please email digital@salvationarmy.org.uk
- Share your JustGiving page link on your corp's Facebook and social media
- Use a QR code to direct people to your JustGiving page

A QR code means people can easily scan this on their phone and donate straight to your fundraising page without having to carry cash. Print these QR codes on posters in your halls or local shops, or stick on your collection buckets when out carolling.

To create yours, simply add '/qrcode' to the end of your JustGiving link when in a browser and press enter - e.g. www.justgiving.com/fundraising/blogscorps/qrcode



There is information available to help you create your QR code.

- Publicly thank your donors

Thanking your donors publicly to let them know what a difference their support will make to your corps, will foster good relationships and could prompt others to donate as well.

How you will recognise funds from JustGiving in your accounts JustGiving

- JustGiving send over weekly reports for what was donated one week in arrears. The Donor Care team then process all of this and send a large file to finance so they can make the transfers to corps.
- It normally takes two to three weeks for the funds to be visible in the corps account.
- Note: corps won't see lump sums come in, they will see the donations that were donated one week in arrears and they will be able to identify this with the reserve code in their corps fund code.

Go to Reports/corps Reports/Transactions - All - corps and at the top of the Reserve Column, type in your reserve code - you will then get a list of all transactions coded to your cost centre.

- Please contact your regional accountant for any income related queries.
- You can also add Live stream videos and more photos to your page by clicking on edit page. There are instructions available on [how to edit your JustGiving page](#).

Tell people why you need their support by adding a story:

The screenshot shows a web interface for editing a page. At the top, there are navigation links: 'View', 'Be a STAR', 'Media', 'Donations', and 'Settings'. Below these is an 'Edit page' button. The main editing area has two sections: 'Page title' with a text input field containing 'Caroling with The Salvation Army' and a 'Save title' button; and 'Fundraising target' with a dropdown menu set to 'GBP' and a text input field containing '5000.00', with a 'Save target' button below it. Below the editing fields is a 'Your story' section with a rich text editor toolbar (bold, italic, underline, list, link) and a text area containing two paragraphs of text about Christmas fundraising.

If you have any questions, or would like help setting up either your JustGiving page or QR code up, then please do contact us challenge@salvationarmy.org.uk.

Using the Be a STAR campaign to raise funds for Christmas activities

We currently have posters and 'assets' you can use on Facebook and Twitter

- All this information can be found in our Christmas Fundraising pack in our section on Salvationist.org - <https://www.salvationist.org.uk/resources/community-engagement/christmas-fundraising-resources>

We are happy to produce any Be a STAR resources that might be useful, so do get in contact with us at challenge@salvationarmy.org.uk and we'll be happy to help.

Creating Wishlists

Some corps use wishlists to help collect presents. The benefits to doing this are:

- You have more control over what is donated, as you have made the selections
- With some retailers you can set up specific wishlists for, e.g., mother and baby/ preschool/ wrapping & ribbons etc
- You can easily manage your lists on your mobile
- You can share the web link ('url') on your social media, and if you have multiple lists, you can promote all at the same time using something like LinkTree

To set up a wishlist, first create an account for your corps with an online retailer, find suitable items and add them to your list. Make sure that the retailer offers the ability to share your wishlist (e.g. John Lewis).

Setting up LinkTree

You can use Linktree to create online lists of gifts for your Be A Star Toy appeal.

These links can be from any online retailer, so you are able to choose exactly what you would like to go on your list, without the limitations of using one particular retailer.

Once you have created your list, you can send it out to your corps members and use Linktree's basic tracking tools to give you an idea of how many times each link has been clicked.

You are then able to adjust your list according to which items you have received or add items as required.

Below is an example: linktr.ee/amybuddleSA

For instructions on how to set up your corps' Linktree, please click here:

www.salvationarmy.org.uk/sites/default/files/resources/2021-08/Linktree_Instructions.pdf

Resources available:

- Fundraising guide jammed with festive ideas and tips
- All the social media promo material you need, including cover photos, posts, frames and e-signatures
- Other resources such as posters, gift tags, collection bucket wrap and Thank You for your Donation cards

Access our [Christmas Fundraising resources](#).

The National Appeal

Julius Wolff-Ingham, Assistant Secretary for Communications writes here about why Christmas is a great time for local fundraising for The Salvation Army.

So many people say that Christmas is The Salvation Army! So, whilst we set about celebrating the mystery of the Christmas story, it might be an idea to try to demystify Christmas fundraising and why it is such a great time for you to get people giving in your community.

First, why do people so generously give to The Salvation Army?

In short, they see us as a practical, faith based, trustworthy movement which strives to meet the real needs that exist in our communities. We are well known for our services for people experiencing homelessness and that is a big driver of donations, but generally, people trust us to use their donation where we think it will do the most good.

Why Christmas?

Research confirms that when asked to name a charity most strongly associated with Christmas, most people name The Salvation Army. People see us as a cause they care for, but unlike many other charities not one that is always a priority for them to support. People prefer to give to us when they feel like it or when asked but they do like to give to us at Christmas.

The Christmas season is therefore a really important opportunity for us to present opportunities for people to give or get involved. As we all know, if we don't ask, we don't get!

Why do we need central as well as local fundraising?

Our centralised fundraising programme raises £50m a year and in addition, a further £60m comes from gifts in wills. This funding quite literally keeps The Salvation Army alive. These funds are not 'THQ funds' but are the lifeblood for us all. Funds support all we do - our 'social work', some of our community programmes, mission support, property schemes, grants and allowances for local mission delivery. In addition, our members give generously - sacrificially sometimes.

However this alone is not enough to keep us going. There is so much additional potential for corps and centres to raise their own funds locally. For example, corps which go carolling at Christmas will know just how generous the public are, so just doing a few more things or running a few more fundraising activities or encouraging others to fundraise for us is potentially going to be really successful.

Central vs local fundraising?

I see this as a really powerful, two-way street, not a conflict. We know that the central Christmas fundraising campaign

raises awareness of the work of The Salvation Army and the need for funds. This powerfully increases the likelihood for people to give locally in response to local fundraising. My suggestion is to make the most of the season of goodwill, the respect people have for us and their willingness to give to us. The Be a Star resources are immensely helpful, so please, use them as effectively as you can!

God gives us gifts in due season. Christmas is the season when our need for funds is met with a real warmth of spirit by the admiring public. Let us thank God that we receive such support, given so freely, and ensure we are fine stewards of those gifts. Let's celebrate Christmas and let's also make the most of all the potential it holds for us.