



How to set up a MyDonate Fundraising Page to support Irise

Thanks for fundraising for Irise International. It's only through partnerships with you & people like you that we're able to support girls to achieve their full potential. Irise is here to help, so if you need anything else to help make your fundraising a success, please contact us at info@irise.org.uk.

What is MyDonate?

MyDonate is an online fundraising platform that members of the public can use to raise funds for charities they care about. Anyone can set up a fundraising page, either as part of an event Irise is running, or separately & use it to collect donations or sponsorship for Irise. Once you've set up your fundraising page, anybody with a credit or debit card can easily & securely make a donation towards your target. Funds are paid directly into Irise International's bank account, so there's no need for you to send money after your event, and unlike some other online fundraising platforms, MyDonate doesn't charge any fees*, so more of your donation goes to supporting women & girls.

**MyDonate does not charge any fees, but a 3rd party card-processing fee may still apply.*

When to use this guidance

Use this guidance if you're looking to set up an online fundraising page to support Irise International. You might be taking part in a sponsored event (e.g. a marathon or fun run, etc.), you might be fundraising as part of an event or campaign organised by Irise International, or collecting donations as part of a celebration or anniversary.

You can also use MyDonate to collect donations for other reasons too.

How to set-up a fundraising page.

1. If you've not used MyDonate before, you'll need to register and create a user profile before you can. If you already have an account, please skip to **step 2**.

Visit www.btplc.com/mydonate/ & look for the '[register](#)' hyperlink in the top right corner & complete the registration form. You'll need to give your name, email address, and some extra contact details, as well as setting a password & agreeing to the MyDonate terms and conditions.

2. Return to the home page (www.btplc.com/mydonate/) and click on the '[Login](#)' button at the top right of the page. Enter the email address and password you used when creating your profile.



3. Once you've logged in, click on 'Join a Fundraising Event' in the menu that runs across the top of the homepage (it's immediately below the MyDonate logo).

On the next page, search for 'Irise International' and select our 'Period Positivity; transforming stigma to opportunity' event by clicking 'Create your page' under this event description.

The next few pages will guide you through the process of creating your own fundraising page.

4. The first page will ask you to choose the charity you're fundraising for. Enter 'Irise International' in the search box at the bottom of the page and press the 'Search' button. Irise International will come up in the results section below (you might need to scroll down). Click the 'select' button where you see our logo to choose us.

Please note, it's possible to set up a page supporting more than one charity. If you do this, you'll need to select all the charities you want to support before going to the next page. Any donations received will be split equally between all the charities you're supporting.

5. The next page is where you provide all the details necessary to create your fundraising page. Go through the form answering as much or as little of it as you like. Please note, any questions marked with a red asterisk (*) are required and must be answered.

Top Tips:

- The 'Inspire donors with your fundraising story' section is your chance to make your page stand out & to convince people to support you. Choose a catchy title that will get people interested & share some concise but interesting information about what you're doing, who you're supporting, and why Irise is important to you.
- Set yourself an ambitious but achievable target. You want to be able to reach it, but for it to be set high enough to encourage as many people as possible to show their support by donating to your page.
- A picture paints a thousand words. You have an opportunity to upload a banner & main image to be displayed as part of your page & this can really help make a page engaging & interesting. If you don't have your own images, feel free to get in touch & we can share some of our own we'd be happy for you to use.
- Gift aid is a great way to make donations go further. If a donor chooses to gift aid their donation, we can claim back from the government up to 25% of the value of the donation. Make sure that people have the option of gift-aiding their donations by carefully completing the 'gift aid and charity support' section. This will allow your supporters to gift aid their donations if both they and your event are eligible*.

**Not all donations qualify for gift aid. If you'd like more information about what donations are gift aid eligible, please feel free to get in touch*



www.irise.org.uk

6. Once you've completed the form, click 'Create my page' at the bottom of the screen & you're good to go. Remember to share a link to your page with anyone you want to support you.