

A fundraiser that reaches its goal

Preparing your fundraiser

Everything to gather before clicking “New fundraiser”. With these ready, creating it takes ten minutes.

The key steps

1

The project

2

The text

3

The images

4

The settings

1 The project

- ☐ The need is specific: what, for whom, why now
- ☐ The budget is costed, and the fundraiser's goal is set
- ☐ The end date is chosen (optional)
- ☐ The person in charge who signs “A word from the association” has been chosen

2 The text

- ☐ A short, meaningful title (100 characters maximum)
- ☐ A description: the need, the solution, the budget, the expected result
- ☐ The “What donations will fund” text
- ☐ Up to 4 impact amounts: “€20 = ...”, “€50 = ...”

Example

Title: “€15,000 to renovate our welcome hall”. Impact amount: “€50 = one square metre of new flooring”.

3 The images

- ☐ A main image in landscape format (1600 × 900 px recommended)
- ☐ Up to 10 photos for the gallery: the place, the volunteers, the beneficiaries
- ☐ Consent from the people photographed
- ☐ A YouTube video (optional)

4 The settings

- ☐ Goal switched on and bar visible
- ☐ “Show donors” switched on
- ☐ “Tax-deductible” switched on if the organisation issues tax receipts
- ☐ A test donation made on the page before sharing it

Key takeaways

- ✓ A specific project raises more than a general appeal.
- ✓ Real photos inspire more trust than pretty pictures.
- ✓ Ask your community to give first: a gauge that has already started is reassuring.

Find the full course, with videos and step-by-step instructions, at donoor.org/en/formations/cagnotte