



## Justgiving.Com – Suggested Setup Information for Event Organisers, In Memoriam and Festival Support

RMTGB/13/2/1



The Trust has teamed up with [Justgiving™](#) to provide an easy way for Provinces, Lodges and individuals to donate to the Trust especially when using Credit or Debit Cards and to assist event organisers to market their event and encourage sponsorship. With the increased use of email and the ability to donate securely online and to see how the target is being achieved, [Justgiving™](#) gives both the Trust and the organiser greater control, visibility and a fun way to fund-raise.

Users register free on the site and are given a home page which they can personalise and link to any charity that is supported by [Justgiving™](#) – we would, of course, like you to connect to the [RMTGB page](#) or to a [Provincial Festival Page](#). Pages can be tailored to a certain event, perhaps an “in Memoriam” page. Each page has to have an end date. Each allows the user to upload images, provide an area for how the campaign is progressing etc. There are useful tools, including a meter to see how you are progressing towards your target and importantly, the majority of the administration is taken away from the Province, Lodge or Individual and funds are processed on our behalf for a small fee.

If you would like us to set up an RMTGB Event page to host multiple events or multiple event participants, please contact Ray Collings. Fund-raising manager on [rcollings@rmtgb.org](mailto:rcollings@rmtgb.org) who will be happy to discuss your idea and the best way forward.

The [Justgiving™](#) Website allows you to donate to, and raise funds for, any of the charities and organisations listed on their Website. The TRUST has an agreement with [Justgiving™](#) allowing them to collect donations and reclaim Gift Aid on our behalf under the UK government's Gift Aid scheme. It makes it ideal for many of our fund raisers who no longer have to trawl around with scraps of paper and pledge forms. The convenience of on-line giving with credit and debit cards allows the event organiser to keep track of donations and see Gift Aid helping to meet their target.

Additionally, single ‘one off’ donations can be made and the site can deal with ongoing monthly contributions, including Gift Aid. **There is a small transaction fee associated with this type of giving** and we would always encourage setting up a Standing Order directly with us as this attracts no cost and the Trust receives 100% of the donation and the Gift Aid, but for some the



convenience of [Justgiving™](#) makes it their preferred choice. If in doubt please contact us here at the Trust so we can explain this further.

A home page can be set up for “In Memoriam” which allows members of Lodges to provide donations in memory of a Brother wishing money to be left to the TRUST these donations also attract Gift Aid where applicable. You could set up a Lodge page but should note that you will need to set an end date and a target too.

## **Some notes for guidance if using Justgiving™**

We are delighted that you are considering using [Justgiving™](#) to support the TRUST and would ask that you consider the following guidelines when setting up your page to allow us to register you here at the office and make sure that we capture important details about you, your Lodge, your Province and your Event:

Generally we are expecting an individual to set up an individual home page and in this instance we would ask that you consider adding the following information to your introduction:

- Your Name – or the organisation that is being credited with the fund raising. For example a Masonic Bowls Club, Fellowship group etc.
- Your Lodge Name
- Your Province
- If in Festival – please put your Province and the Festival Year in your text. We have constructed a [Festival Event Page](#) for Provinces which you can link to. This has the added advantage of keeping all events for a particular Festival in one place and allows you to see the impact of your efforts towards a Festival target. It is important that you link your page to the correct area as once a page is constructed and linked it cannot be transferred.

By providing the Trust with these details it allows us to identify who you are and to ensure that funds provided through your efforts are correctly allocated to your account. If you are in Festival it also ensures donations are correctly allocated against that Festival either as an individual, a Lodge, or against the Presidents’ List.

When your Donors are Masons, it will be useful for them to put their Lodge number in their comment field so that we can properly record their sponsorship of your event and it helps us when tracking a member to a Lodge. We get detailed reports from the system but there isn’t a separate



field for a reference number. We do however have visibility of the comment field and we can quickly pick up if a Lodge or Chapter have donated especially if they put an 'L' or 'C' before the Lodge or Chapter number.

## Page Tags

[Justgiving™](#) allows you to set up Page Tags. These are keywords you can use to allow more "hits" from searches on search engines like Google and for Social Networking sites ([Facebook](#), [MySpace](#) etc) to pick up on similar themed pages. You may wish to consider using the name of the Charity, Festival, Province, event etc. The more key words you use the more likely your fund raising page is to be visited by people searching against those keywords. You can also set up widgets and connections to Facebook, your e-mail, blog or website too.

We hope that you will find the [Justgiving™](#) system a welcome addition to your fund raising efforts and events and that you will continue to support the Trust in its important work.

Thank you.

Should you wish to discuss the use of the [Justgiving™](#) web site for the TRUST or any other way in which we can assist you in your fund-raising efforts, please contact Ray or David.

Fund Raising Manager

[Ray Collings](#)

Freemasons' Hall

60, Great Queen Street

London WC2B 5AZ

020 7405 2644

Links

Communication & Administration Officer

[David Ferdinando](#)

Freemasons' Hall

60, Great Queen Street

London WC2B 5AZ

020 7405 2644

[www.rmtgb.org](http://www.rmtgb.org)

Trust Home on Justgiving™ <http://www.justgiving.com/rmtgb>

Trust's Donation Page <http://www.justgiving.com/rmtgb/donate/>

Trust's Raise Money Page <http://www.justgiving.com/rmtgb/raisemoney/>

Trust's Festival Event Page [http://www.justgiving.com/charity/more\\_events.asp?FundraiserId=52845](http://www.justgiving.com/charity/more_events.asp?FundraiserId=52845)