



Becoming a CrowdRaiser

ESF uses the fundraising platform GiveNow and the link to our Tony's Trek Side by Side 2024 cause page is [here](#). You are welcome to use this link to help us fundraise but there is another option too!

CrowdRaiser is a really simple feature that allows you to easily create a personal page to raise funds for our cause. If you would like to take advantage of this simple tool, please follow the directions below.

- Go to the Tony's Trek Side by Side 2024 fundraising page [here](#).
- Click on the button
- Enter your email address
- Enter a page title eg: John Smith Supporting ESF!!
- Create a url eg: JSmith
- Your cause is already selected "ESF Tony's Trek Side by Side 2024"
- Click next
- Individual is already selected
- CrowdRaiser text –the pre filled text is for the trekkers so we recommend editing this so be somethings along the lines of "As a long time supporter of ESF, IGEM is raising funds to support this tremendous trek and the invaluable work of the Emergency Services Foundation. Our aim is to be the biggest CrowdRaiser for this cause so please help us reach our goal by clicking on the give now button!"
- Select whether or not you would like to receive a daily donation report
- Closing date and time – we recommend this is set to the day after the trek ends 28 March 2024
- Select if you want to show the count down
- Decide whether or not to set a target amount for your crowd raiser.
- Click next
- For continuity we recommend using the cover photo attached to this email but you are welcome to choose your own
- We recommend using your own organisation logo here or you can use the attached Tony's Trek Side by Side 2024 logo if you would prefer.
- An additional image is optional and will be place below the text.
- We don't recommend linking to a Youtube video
- Click next
- Enter your details to set up your own Give now account
- Click next
- If you are happy with how it looks click submit

You will receive a CrowdRaiser page link via email that you can use to promote your crowd raiser amongst family friends, colleagues, supporters and on your social media pages. We hope you will send this link far and wide. We have some great suggestions on our [website](#) for ways to fundraise.

Thank you again for supporting this great cause, we are excited to think that with your support we could reach our \$100,000.00 target!