Want to create a Campaign but not sure where to start?

We see amazing examples of charities launching Campaigns on JustGiving every day – from setting up an anti-poaching unit to protect wildlife to helping provide care and facilities for migrants and refugees in Calais. In this guide, we’ll share some of the stand-out stories we’ve seen on JustGiving to get your creative juices flowing and show you the different ways you can use Campaign Pages to crowdfund your next appeal or project.

We’ve grouped the examples into the following themes, so you can jump to the section you think is most relevant to your charity. View the charity’s campaign by clicking on their name.
Animals

Willows Animal Sanctuary

Willows Animal Sanctuary looks after 300 rescued animals including horses, ponies, donkeys, other animals and birds. They launched a Campaign because they desperately need a Tractor to help with their work. This Campaign works well because the ask is something really tangible – a tractor.

FOUR PAWS

FOUR PAWS received an official appeal from the Ministry of Ecology and Natural Resources of Ukraine that two bears, Julia and Zoya, were at high risk of being sold to an illegal bear baiting station unless the charity could intervene. The charity launched an urgent appeal to crowdfund to save the bears and are delighted to report that they have been saved! The charity chose a really compelling image to highlight the poor conditions the bears have to live in, to encourage people to donate.

RSPCA

One year old Lara was found starved and in a critical condition on a patch of scrubland. The cost of treating Lara would be around £11,000 so the RSPCA launched an urgent Campaign to crowdfund the costs of her treatment. This is another example of a good use of the Campaign image as you can clearly see the physical distress that Lara was in.
Help for Heroes

Help for Heroes have set up a Campaign Page for one of their challenge events - the Enduroman Arch to Arc challenge, which is one of the toughest in the world. People taking part in the event can set up a Fundraising Page which then contributes to the Campaign total.

Focus Ireland

Focus Ireland’s Shine a Light event will bring together Ireland’s business leaders at Dublin’s Christchurch Cathedral and Cork’s historic City Gaol to raise funds and awareness for people experiencing homelessness. The Campaign has an impressive 50 fundraisers.

Starcatchers

A team of ten artists, staff, friends and family of the charity are running the Scottish Half Marathon and Duo events in September to raise money. They have made great use of the Fundraising Pages feature and have created a dedicated hashtag - #TeamStarcatchers - to promote the Campaign on social media. They also have lots of great images in their image gallery so donors can see who they are helping.
Historical

Jane Austen’s House Museum

A letter written in Jane Austen’s house by her only sister, Cassandra, shortly after Jane Austen’s death in 1817 is currently on loan to the museum. The charity set up a Campaign in order to purchase the letter, bringing this rare and poignant piece of history into their permanent collection and to thereby ensure that it can be appreciated by the widest public now and in years to come.

Mary Seacole Memorial Statue Appeal

Mary Seacole was a Jamaican/Scottish doctress/nurse and entrepreneur (1805-1881). She overcame rejection in London when offering her services to nurse ill and wounded soldiers in the Crimea but she was so determined to help that she paid her own passage to provide soldiers with food, a morning dispensary plus nursing care, on and off the battlefield. The charity is raising money to erect a memorial statue of Mary at London’s St Thomas’ Hospital. People can also fundraise to support their Campaign and they have one fundraiser who generously donated her birthday and has raised over £1,000.

Camden School Foundation of Frances Mary Buss

The school is the only comprehensive in the country offering A Level Greek and the only local state school offering Greek at GCSE. However, both programs are in danger of closing due to financial cuts. They have made great use of the Campaign image to illustrate what they are raising money for.
Children

Neuroblastoma Children’s Cancer Alliance

Hamish Dear has neuroblastoma so the NCCA has set up a Campaign to help fight neuroblastoma and cover the costs of any treatment that Hamish might need. Not only are people donating to this Campaign, they are fundraising to help Hamish too.

Remember My Baby

Remember My Baby offers baby remembrance photography to parents who have experienced the loss of their baby. They set up a Campaign to raise money to provide a bereaved family with a RMB USB memory stick of their precious images. Having a clear donation ask of at least £5 in the short statement gives donors something tangible to donate to and lets them know how many bereaved families they have helped.

The Society for the Relief of Disabled Children

Step out for Children is a fundraising event organised by The Society for the Relief of Disabled Children, which is a 6.3KM walk that anyone can do. Along the route there will be educational checkpoints to highlight the challenges disabled children face, and how the charity help them to address these challenges. The charity has made great use of the Campaign image with a really engaging, high-quality photo, showing the children they work with.
Community

Aegis Trust

The Walk for Peace, led by Kenya’s champion athletes, aims to save lives by kickstarting a peacebuilding programme to break the cycle of ethnic violence in the Rift Valley. The charity has used the Story feature really well as they have told a compelling story of why they have started this Campaign, what the event entails, the athletes who are taking part as well as what the money raised will go towards.

Hosking Houses Trust

Hosking Houses Trust set up a Campaign to help fund their founding vision by building a studio extension to the Church Cottage so that they can host visual artists and composers as well as writers. The charity used the Story section of the Campaign product to write a personal letter from the Chair of the charity (pictured in their Cover image) who described how he has fundraised for the charity and urged others to get involved.

Minstead Training Project Limited

Minstead Training Project Limited supports people who have learning disabilities as part of their training. They’ve set up a Campaign to make Furzey Gardens not only look spectacular but to train their beneficiaries in gardening. The charity have used the cover image really well as it shows exactly who they are trying to help and what your money would be spent towards.
In disasters, women and children are at extra risk. The Royal College of Midwives launched an urgent Campaign after the Nepal earthquake to provide women with access to midwifery care. The charity set a new target after reaching their original target, helping them raise more money for their work in Nepal.

Severe flooding in Myanmar killed 40 and displaced 200,000 people. The Mogok Dhamma Trust set up a Campaign Page for fundraisers for their bike ride event to fundraise directly for victims of the floods as well as letting people donate directly to their appeal.

When Cyclone Pam (Vanuatu) hit in March, the Australian Red Cross knew they had to act fast. They set up a Campaign to raise funds to provide humanitarian aid and relief to those affected by the disaster. By setting up a Campaign Page quickly, they were able to hit their target.
The Society for the Relief of Disabled Children

Li Yue Wen is a 7-year old boy from Guangxi, China who suffers from Osteogenesis Imperfecta, aka brittle bone disease. He has had multi-fractures since birth leaving his legs with severe deformities. He has not been able to walk for about 3 years now. The charity is raising money to help fund his treatment, so that he may be able to walk again. The charity has added lots of photos of Li Yue Wen using the image gallery and regularly change the Cover image.

Doctors of the World UK

Doctors of the World UK acted fast when the press coverage of the Calais Migrants changed narrative and the media started to report on the more human aspect of this humanitarian crisis. They set up a Campaign within an hour, promoted the Campaign through the trending Twitter hashtag #calaismigrants and included the link to the Campaign in any press that they did.
Amirah Giving Ltd made great use of the short statement feature to sum up the impact they made last year, the need for further support, how much money is needed and what it would be used for. The charity surpassed their target by 39%.

SKT-Welfare

The charity has set up a Campaign to raise money to deliver food and winter aid to people in Syria. They’ve used the short statement to give a sense of urgency to their appeal and their image shows who they will be helping.

The Mariposa Trust

To celebrate their third birthday the Mariposa Trust, which runs the Saying Goodbye Remembrance Service, is asking people to donate or fundraise to help them continue their vital work. The charity has made great use of the Story feature to highlight the impact that they have had over the three years since they began.
Here’s our Campaigns toolkit (http://bit.ly/campaign), where you will find:

- Key ingredients of a beautiful Campaigns page
- Tips for writing your Campaign story
- How to take a compelling image
- Advice on how to promote your Campaign once it’s live

Have you been inspired? Set up your own Campaign now and start raising funds fast.

Start your Campaign