



2025 Place the Hope Campaign

Welcome!

Thank you for joining our volunteer community in raising urgent support for vulnerable kids and families around the world. We are using **JustGiving** this year* for our peer-to-peer fundraising effort. JustGiving is secure and easy to use - it will take you **5 to 10 minutes to set up your fundraising page**, depending on how creative you want to be. This guide will give you everything you need to get started, if you need it.

*Please note that we are no longer using Classy. JustGiving is similar and free for our nonprofit to use.

Getting Started

- Visit www.justgiving.com/campaign/placethehope. Create a new JustGiving account by selecting **"Sign Up"** in the top right corner. It will ask for your first name, last name, email address, a password, and if you want to opt in to receive periodic fundraising tips & updates from JustGiving.
- From the PTH campaign home page linked above, you can give a donation (**"Give Now"**) or create your own fundraising page (**"Start Fundraising"**).
- When you click "Start Fundraising," you will be asked if you are fundraising **in memory of someone** (Y/N). Click "No." *(If you do click yes, it will give you the opportunity to enter someone's name and then choose to do an activity or tribute. The easiest option is to do a tribute that will bring up some pre-set PTH campaign language that you can personalize if you wish).*
- Then select **"I'm doing my own activity"** or **"Just fundraising"** to create your page. Most volunteers will select the second option, but if you are doing a whiskey raffle or something else creative, you can enter those details through the first option. *(Both options will auto-populate language you can use for your page).*
- It will then ask if you are fundraising for an occasion. Select **"no occasion"** and then "Next."
- Enter your **fundraising goal**. \$1,000 is the most popular choice but set an amount that feels right to you.
- Now **personalize your page**. We have added some default text for you to use, but using your own testimonial or appeal will help inspire your friends, family, and colleagues to support our cause. You may also personalize your **custom campaign URL**. *(For example, [justgiving.com/page/katherine-enders](https://www.justgiving.com/page/katherine-enders)).*
- You can add a **cover photo or video** for your page. Again, we have added a default image, but please feel free to use your own – especially if you have traveled with us!
- You can decide to opt in or not to receive **periodic communications from JustGiving** with fundraising tips and progress, and then select **"Launch my page."**
- You can then choose to give a **personal donation** to kick things off, or go directly to your page to start fundraising. Please see below on how to manage and share your page.
- If you didn't complete your fundraising page and try to go back, it may ask you to search for the campaign. You can either search **"2025 Place the Hope Campaign"** or use the direct link above.
- Please note that our JustGiving platform is currently enabled to accept donations by **credit card**. Venmo, Apple Pay, Google Pay, PayPal, text-to-give, and bank transfers are not accepted at this time.
- We can also add **gifts from an offline source** if you or a supporter gives via check, etc. Please reach out to Katherine Enders at kenders@childrens-place.org.

Managing Your Page

- Once your personal fundraising page is created, you can click the **“Manage page”** button to update your page title, page URL, fundraising target, story, or cover photo as needed.
- Your page will track the donations against your set goal. (i.e., 15% to goal)
- Additionally, you can **“create a team”** if you would like to invite others to join your fundraising efforts. This will walk you through the same steps and create a new team page. You can then invite members by copying the link, or using WhatsApp, Email, or Messenger. *(Your invitees can **“Join team”** or **“view team page.”** If they join your team, they will still be prompted to create their own page by walking through the same steps, and that will connect to the team’s overall goal. Please see this [guide](#) if you have any questions).*
- On your page, you can also post an **update to your supporters** and see which **donations** have come in.

Share Your Page

From your fundraising page, there are several ways to share it with your network:

- **Social Media:** Share your page link on Facebook, Messenger, LinkedIn, Twitter/X, etc.
- **Tip:** Fundraisers who share their page on social media raise up to 40% more!
- **Email & WhatsApp:** Send directly to friends, family, and colleagues. Or you can also copy the page link.

Questions?

Please reach out to Katherine Enders, Director of Development and Communications, at kenders@childrens-place.org for help.

Place the Hope Overview

Place the Hope is our largest fundraising effort of the year to support children who are dealing with life-threatening illnesses and poverty.

100% of your donations go directly to kids and families across our long-term projects:

- **Child Thrive Haiti:** Youth impacted by HIV/AIDS, mental health challenges, communal violence, & poverty.
- **Child Thrive Dominican Republic:** Youth impacted by HIV/AIDS, migration, & poverty.
- **Child Thrive Tanzania:** Youth impacted by pediatric cancers, sickle cell disease, malnutrition, & poverty.
- **Child Thrive Kenya:** Youth impacted by sickle cell disease, malnutrition, and poverty.

Thank you again for being part of the Children’s Place International community! We are so grateful for your support!

