



Fundraising for DRUE Dobermann Rescue

How to set up a JustGiving page to support your event

Thank you for taking on a challenge to help us rescue, rehabilitate and rehome Dobermanns in need. A JustGiving page is the easiest way for friends, family and colleagues to sponsor you — and every penny goes straight to the charity, with Gift Aid added where eligible. Please follow the steps below and, crucially, set your page up **'in support of'** DRUE, not 'on behalf of'. This ensures the funds are processed correctly and that you are fundraising as an individual supporter.

Before you start

- **Charity name on JustGiving:** Dobermann Rescue UK & Europe
- **Charity registration number:** 1169697
- **Direct JustGiving link:** justgiving.com/charity/dobermannrescue
- **Have ready:** your event name and date, a fundraising target, and a photo (of you, your dog, or a DRUE Dobermann) to personalise your page.

Step by step

1. Go to justgiving.com and either log in to your existing account or click **Sign up** to create a free account.
2. Click **Start Fundraising** at the top of the page.
3. When asked 'Are you fundraising for a registered charity?', select **Yes, continue**.
4. Search for **Dobermann Rescue UK & Europe** (registered charity **1169697**) and select it from the results.

IMPORTANT — choose 'in support of'

When JustGiving asks how you're fundraising, select an option that lets you fundraise **as an individual in support of the charity** — for example 'Taking part in an event' or 'Doing your own thing'. Don't select any option that suggests you are fundraising **'on behalf of'** DRUE. You are a supporter raising money for DRUE, not an official representative of the charity.

5. Tell JustGiving about your activity: search for your event (e.g. a 10k, marathon, or sponsored walk). If it isn't listed, choose **Add your own** and enter the event name, date and location.
6. **Answer the Gift Aid question carefully.** JustGiving will ask whether you are raising money through selling goods or services (tickets, raffle, auction, bake sale, etc.). *For a sponsored event* like a run, walk or challenge, tick **No** — donations are then Gift Aid eligible, adding 25% at no cost to the donor. *If you are selling tickets, running a raffle/auction or holding a bake sale*, tick **Yes** — those donations cannot receive Gift Aid because donors are getting something in return.
7. Choose your page web address — keep it short and memorable (e.g. justgiving.com/page/jane-runs-for-drue).



8. Personalise your page: add a fundraising target, a photo, and a short story explaining why you're supporting DRUE. Mention the dogs — supporters respond to personal stories.
9. Click **Create your page**. That's it — you can now share the link with friends, family, colleagues and on social media.

After your page is live

- **Share the link** on Facebook, Instagram, WhatsApp and by email. Tag DRUE on social media so we can cheer you on and reshare.
- **Tell DRUE** about your event so we can help promote it. Email druecharity@gmail.com with your page link and a short description.
- **Post updates** before, during and after the event. Photos and progress updates tend to double donations in the final week.
- **No need to handle the money.** JustGiving transfers funds directly to DRUE — you don't need to collect or forward anything.

Tips to reach your target

- **Make the first donation yourself.** Pages with a donation already on them raise significantly more — people don't want to be the first.
- **Set a realistic target, then raise it.** JustGiving pages that hit their target get a boost in final-week donations. Once you're close, nudge the target up.
- **Tell a story.** Explain why DRUE matters to you — mention a specific rescue Doberman if you can. Personal stories raise more than statistics.
- **Ask Gift Aid eligible donors to tick the box.** Gift Aid adds 25% to every eligible UK taxpayer's donation at no cost to the donor.
- **Post regular updates.** Training photos, route maps, and a live video during the event all re-engage supporters and trigger fresh donations.
- **Check for employer matching.** Many UK employers match charity fundraising. Ask your HR or payroll team — it can double your total.
- **Thank your donors.** A personal thank-you message on JustGiving or social media encourages others to give and keeps supporters engaged for next time.

Need help?

DRUE: info@dobermannrescueuk.co.uk • **JustGiving Help Centre:** help.justgiving.com

*From all of us at DRUE
— and every Doberman whose life you're helping to change —
thank you.*