

MISSION CITY  
LONDON



# FUNDRAISING GUIDE



**YOU DID IT!**

Thank you so much for signing up to our event. I am so looking forward to seeing you in person.

My name is Emmanuel, and I am here to ensure that you have all the information you need to enjoy and successfully fundraise. Your participation will help people in London hear the gospel of hope and by God's grace, their life could be changed.

Our events hope to foster a sense of unity and purpose within our community. Your willingness to participate in our events is a testament to your heart for people who need Jesus and your commitment to sharing the love of Christ. Thank you.

By taking part, you will make a difference in the lives of some of the less reached people in society - thank you!

If you have any questions or require further information, I will be more than happy to help you. I'd be so pleased to get your email; please contact me at [events@lcm.org.uk](mailto:events@lcm.org.uk).

God bless,

Emmanuel



## ABOUT LCM

London City Mission shares the gospel alongside the local church of London, equipping everyday Christians to lovingly bring a message of hope in Christ to those least likely to hear it.



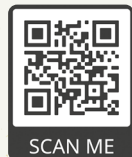
We want to see everyone in London invited, personally and lovingly, to enjoy an eternal, life-giving relationship with God. According to a report done by Talking Jesus, 1 in 2 Londoners say they DON'T know a single Christian! This means that half of all Londoners don't know a Christian who can share their faith, invite them to church or encourage them to read the bible.

How on earth can we reach everyone? It can be achieved by building up and equipping what we believe to be the most precious and powerful thing on earth... the Church.

**“I WILL BUILD MY CHURCH;  
AND THE GATES OF HELL SHALL NOT PREVAIL AGAINST IT”**

Matthew 16:18

Scan the QR code to hear more about our mission and vision.



## FUNDRAISING

# GETTING STARTED

**We understand that creating a fundraising page or fundraising itself can feel a little scary, but you have our support! Anything you raise will have an impact.**

However, we encourage each participant to try and raise at least £200. This is enough to help a missionary train a whole church on how to share the gospel with those who are marginalised.

Here are a few quick tips on getting started. I'm happy to guide you through it on the phone or create it for you if you experience any challenges.

Set up your JustGiving page as this is the easiest way to gather sponsorship. People won't support you if they don't know why! Share your story/motivation for taking part and where the money raised goes.

Remember to add a photo for authenticity. People like to see who they are supporting. According to JustGiving, people with photo's tend to raise 14% more!

You also want to set the standard and lead by example. Kickstart your fundraiser by supporting yourself. This shows people you are committed to the cause.

The next step is sharing your fundraiser. There is power in social media. Share, share and share again. Ask others to share it and drop it in every conversation you have. Word of mouth is equally as powerful. Keep people engaged by updating people with your progress.

**Keep in touch for further support and guidance on creating your fundraising page.**



# HOW TO SET UP A JustGiving® PAGE

**It is very easy to create a fundraising page. Follow the 7 steps below and you will be good to go:**

**STEP 1** Log in or create an account and click 'Start Fundraising'.

**STEP 2** It will ask if you are fundraising for a registered charity. Please select 'Yes, continue'.

**STEP 3** It will then say, 'Choose a cause you would like to support' Search for London City Mission and continue.

**STEP 4** If you are doing your fundraiser in memory of someone you can select that option. The next question is 'are you taking part in an activity'. Please select 'I'm taking part in an event'. Search for the event and select the one for this year and then choose a target amount to raise. Do your best and be ambitious, but don't worry, if your target isn't reached as all funds raised will still be sent to us.

**STEP 5** You are now ready to get creative and personalise your page. You can customise your weblink, write a compelling story and include a link to your favourite cat video. The more people can connect and relate with you the better.

**STEP 6** Finally, you can pick a cover pic for your page (something related to the event) and confirm all the details are correct.

**STEP 7** Once you are happy with everything press 'Create your page'.

**CONGRATULATIONS!  
YOU ARE READY TO  
SHARE YOUR PAGE  
WITH OTHERS.**





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