

# Setting up a JustGiving page

Thank you so much for offering to fundraise for Shift.ms. Please find below some information on setting up a JustGiving page for your event.

- 1) Head to [www.justgiving.com](http://www.justgiving.com)
- 2) Click on 'get started' at the top of the page
- 3) It will ask you to choose your charity, don't forget to include the 'dot' in our name when searching for us!
- 4) Continue to follow the simple, step-by-step instructions to create your page. Below you will find some tips and pre-written text, which you may find useful when creating your page.

## Tips

- When writing about your challenge, make sure to mention any personal connection you may have to Shift.ms. Potential donors find it easier to donate to a particular charity if they understand your motivations.
- Include a photo! if you don't have one suitable, email [hello@shift.ms](mailto:hello@shift.ms) and we can send you a JPEG of our logo to upload.
- Share your JustGiving page with everyone you know, through social media and email.
- Be sure to keep your networks updated with your progress towards your target. As you get closer, let them know that you only have £50/£25/£10 left to raise. It may help motivate people to help you smash your target!

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## About Shift.ms

Feel free to copy and paste all or part of the below text into your page, to explain more about what our charity does.

Shift.ms is a social network for young and recently diagnosed people with multiple sclerosis. We aim to create a positive, enabling community which empowers MSers to acknowledge their MS, rethink how to achieve their ambitions and get on with their lives.

Shift.ms was launched in 2009 by George Pepper and his friends, following George's diagnosis with MS at the age of 22. MS is the most commonly diagnosed neurological condition in people in their 20s and 30s in the UK. Despite this, George found it difficult to find other MSers of his age, even online. This frustration led him to set up a website, where MSers could meet and share experiences. This later became [www.shift.ms](http://www.shift.ms).

Today there are over 7000 members worldwide.

