



## How to set up an Enthuse Fundraiser for Cheltenham Animal Shelter

It's really simple to set up a fundraiser with Enthuse. They will guide you through each step to create your own fundraising page which you can share with friends and family to collect donations or sponsorship for your chosen event, in aid of the Shelter.

Enthuse will collect the money on your behalf and forward it to us, along with any Gift Aid which adds 25% tax relief to any eligible donations.

There is an option to 'pay in donations' which allows you to make a payment online of cash you have collected from sponsors so it shows against your overall target, or you can 'add offline donations' which will show against your target, but you will still need to pay the funds to us in person or by another method.

1. To get started, visit [cas.enthuse.com](https://cas.enthuse.com) and click the 'Fundraise for us' button.
2. You will need to sign-up if you are not already a member, or login to your existing account.
3. Once logged in, you will be asked to:
  - I. Set the type of fundraiser i.e. 'personal challenge'.
  - II. You can choose the name of your fundraiser which might include your name and the event you are fundraising for i.e. 'Sarah's 10k for Cheltenham Animal Shelter'.
  - III. Choose the 'challenge type' i.e. 'run/marathon' and set the date of your event.
  - IV. Set your fundraising target! You can be as ambitious or cautious as you like as we will receive any money pledged to you regardless of the target you set but your target should meet any minimum fundraising requirement if you are taking part in an event advertised on our website (details of this can be found on the event page on our [website](#)).
  - V. upload a profile image from your phone or import from Facebook. Statistically, pages that feature a photo of the fundraiser receive much more support as it gives people who know you the confidence that they have found the right place.
  - VI. upload a header image which could be a photo you have taken, or it could be an image that depicts the event you are taking part in (which you can save from our website).
4. You will now have the chance to personalise your fundraising page. It is recommended to make your page as individual as possible to get more donations.
  - I. Your page title can be the name you chose for your fundraiser i.e. 'Sarah's 10k for Cheltenham Animal Shelter'.
  - II. You can now add a description of your event which should give more details of what you are doing and why you have chosen us as your charity. We would recommend telling a bit of a story here to help people know why this is important to you i.e. "I am taking on the Cheltenham 5k fun-run dressed as a dog in memory of my beloved Spot, who I adopted from Cheltenham Animal Shelter 10 years ago. They do such wonderful work with unwanted or abandoned pets who have nowhere else to go."



III. You can also choose your own URL to make it a bit easier to remember but this is not necessary as you will be able to share this link directly from your page.

5. You can now decide whether you would like to receive information from the Shelter including news, fundraising opportunities, and events.

**That's it – you are ready to launch your fundraising page!** Good luck and thank you for fundraising for us. Your support is truly appreciated.

**You can share your fundraiser directly to social media or copy your unique page URL to send to friends and family via email, messenger, WhatsApp, or text message.**

**Note:** you can view or edit your page at any time by logging into your account at [cas.enthuse.com](https://cas.enthuse.com)