



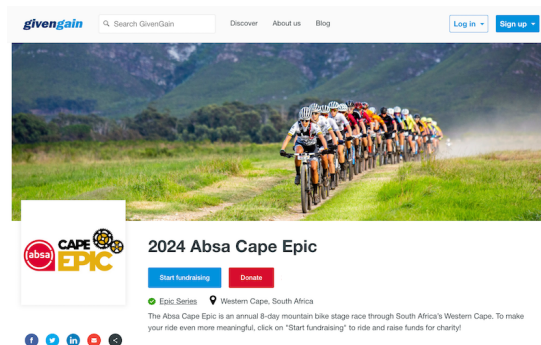
JOIN THE 2024 ABSA CAPE EPIC & RAISE FUNDS FOR CHARITY!

How to set up your online fundraising project in 30 seconds!

1

Visit the 2024 Absa Cape Epic event page on GivenGain, or use the Search option to locate it:

www.givengain.com/e/2024-absa-cape-epic/



2

Click on “Start fundraising” on the event page to register your fundraising project.

Start fundraising

3

When logged in, click on “SELECT” next to one of the official beneficiary charities or use the Search option to select your own charity*.

SELECT

4

Complete the project steps where needed, adding a video/image, target etc. - then make it live!

Make it live

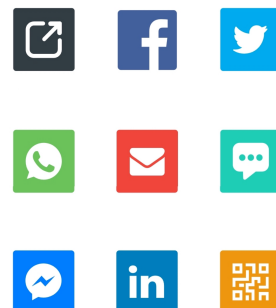
All funds raised will go directly to the selected charity, even if you don't reach your fundraising goal.

Tip: Why not make the 1st donation to get your fundraising going?

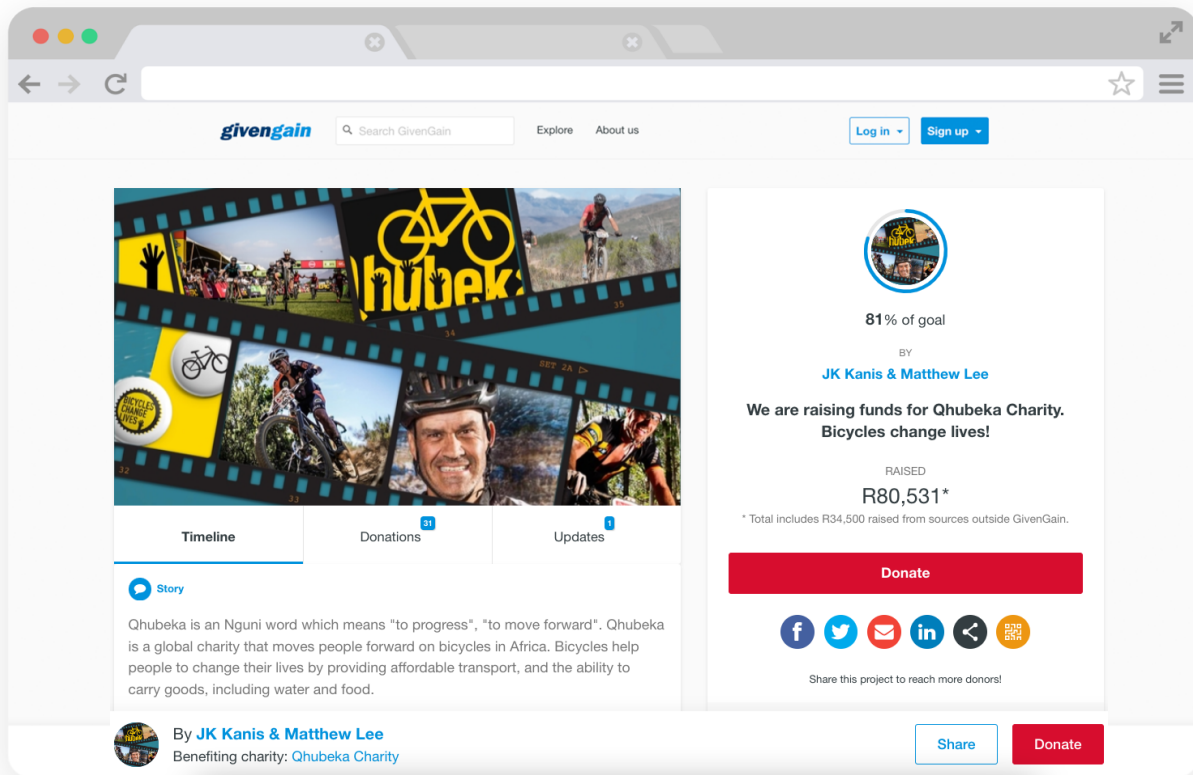
5

Share your fundraising project link with friends, family and colleagues via e-mail, WhatsApp and social media, asking them for donations.

*Got a question about setting up your fundraising project or need to get your charity registered on GivenGain? Contact fundraising@givengain.com for assistance.



This is what a fundraising project page looks like



Tips for successful fundraising

TELL YOUR STORY

Communication is key and passion is power. Tell your visitors why you are fundraising and what direct positive impact their support will have. Better yet, say it in a YouTube video or Instagram post!

SHOW THE PROOF

Running a marathon, cycling a race or swimming a mile as part of your fundraising? Show off a visual display of your training by linking your Strava profile to your fundraising account and then adding an update on your fundraising project page.

SHARE YOUR PROJECT LINK

Tell friends, family and colleagues about your project through personal e-mails, word of mouth, Facebook, Twitter or your blog. Always include a link to your project page.

THANK YOUR DONORS

Keep your donors motivated by taking the time to thank each one individually when they make a donation. This often leads to more donations.

KEEP ASKING

Let your followers know how your fundraising project is going, whether it is preparing for a race or reaching an important milestone. Always include an ask in your update.

MOBILISE YOUR NETWORK

As the saying goes, "1 plus 1 equals 11". Raise the visibility of your project by asking your network to spread the word about it!