

## **QUICK GUIDE TO START YOUR FUNDRAISER**

Starting your personal fundraiser is easy. The link takes you to our Chuffed page, already connected to the Masafer Yatta Emergency Fund.

After entering your details and choosing a password, you're ready to customise your page. We recommend uploading a profile picture — it helps people connect with you.

Set a realistic fundraising goal. Begin with something achievable and adjust it as momentum builds. Then write your personal story: Why does this cause matter to you? What connects you to the people of Masafer Yatta?

Add a cover image to make your page stand out and choose a clear, memorable title. You can use our poster or logo from the toolkit or create your own MY Action! cover image. And if you want help — just message us and we'll make one for you.

### **Personal stories resonate. Consider sharing:**

- What moved you to take action
- Your connection to Palestine or this struggle
- What you hope your fundraiser will achieve
- Why others should join you

Feel free to use text from our website — or ask us anytime.

Once your page is ready, click "Publish" or "Go Live." Your fundraiser is live — now speak out and share it widely. Copy your unique page URL and share it on social media (Instagram, Facebook, Twitter, LinkedIn). Send personal messages to friends, family, colleagues, and communities. Post regular updates to keep momentum going. Don't be afraid to ask — most people want to help, they just need to know how.

**Keep it going:** Update supporters about what their donations are achieving. We can provide more detailed information than what's publicly on our site. Thank donors (when appropriate) and remind people that this is about justice, dignity, and solidarity.