

The 2.6 Challenge: personalise your JustGiving page

Bring your page to life with photos

Personalise your page with a **profile photo** and change the default **cover photo**. This will help bring your fundraiser to life for your donors. For the cover photo we would recommend using:

- A photo of yourself
- An image that represents your chosen challenge
- The cover photo we created for the challenge



Tell your story – make it as compelling and personal as possible

People who include a personal message always raise more money, so do take the time to fill in the headline info and to personalise the 'your story' section. Let your potential donors know what you are doing; why you are doing it; why you decided to fundraise for Renewable World; and why their help is needed right now.

Make sure that you:

- Personalise your page headline** (e.g. *My 2.6 Challenge for Renewable World*)
- Set your fundraising goal** – why not tie it into the theme of the campaign and play around with multiples of 26? (e.g. £260)
- Fill in the 'what you are doing and why' summary** (e.g. I am running 260 laps of my garden for Renewable World because I am passionate about the work they do)
- Personalise your story** in the 'tell your supporters your story' section

Below is an example of how you could personalise and tell your story (feel free to copy and paste this directly into your JustGiving page!):

I have decided to take part in The 2.6 challenge to support Renewable World. I want to make sure that the amazing work they do to tackle poverty through renewable energy can continue during and after the COVID-19 pandemic.

With many fundraising events being postponed or cancelled, and traditional sources of income dropping away, Renewable World and many other charities across the UK are struggling to bring in the income they need to survive.

Renewable World needs our support now more than ever. In these times of great uncertainty and global crisis, it's never been more important to come together and show how much we care.


So, I have decided to *[insert description of your challenge]*.


Please support my challenge by donating to Renewable World. Your support will help ensure that they can continue their work to increase access to clean, affordable and sustainable energy.


Why Renewable World's work is so important:

Clean and reliable energy is critical to education, water, health, agriculture, business and much more.

Energy poverty is one of the primary barriers for families to realise their full potential.

 **1 in 9** people lack access to electricity

 **1 in 3** people lack access to clean cooking

 **1 in 10** people lack access to clean water

Renewable World specialises in developing and deploying effective ways of bringing off-grid renewable energy solutions to the most remote and underserved communities, empowering them to achieve sustainable and resilient lives.

Since 2008, they have reached 40,000 people with renewable energy technologies and services. **But they need your help** to continue (em)powering communities in Nepal and Kenya towards a more sustainable and brighter tomorrow.

If you would like to find out more about the impact that your donations will have, visit their website: <https://renewable-world.org/our-impact/>.