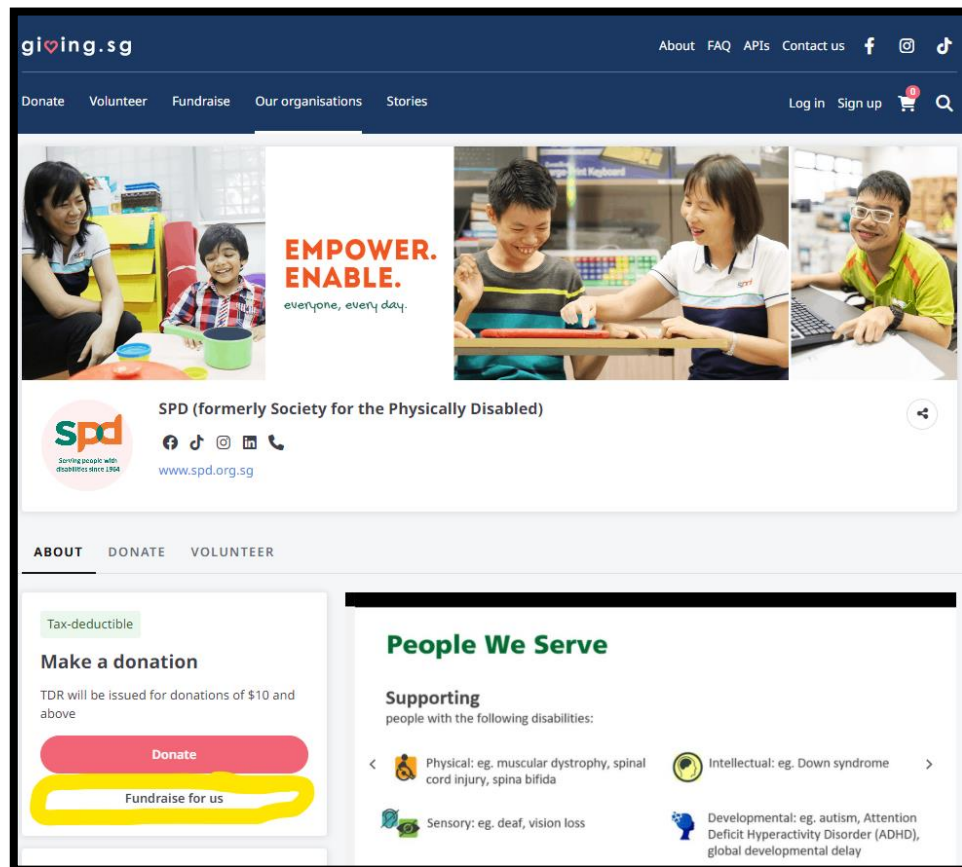


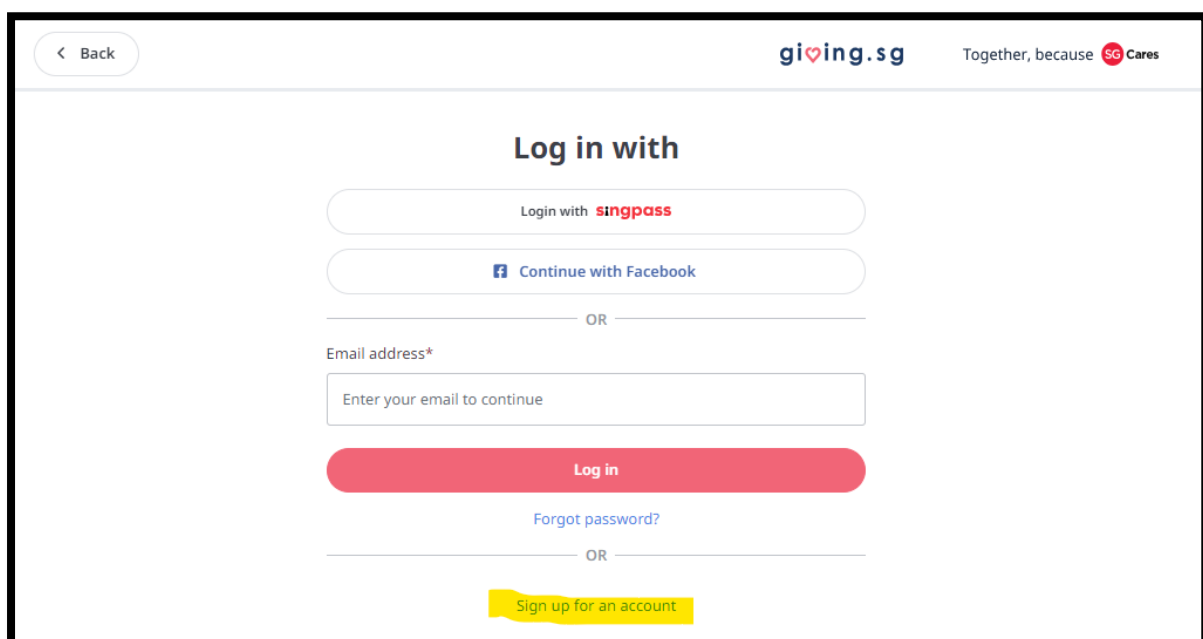
STARTING YOUR OWN ONLINE FUNDRAISING CAMPAIGN

Step-by-step on how you can start your own fundraising campaign on Giving.sg to raise funds for SPD in support of persons with disabilities

- 1) Head over to <https://www.giving.sg/organisation/profile/651e23ea-76f0-43ff-8f09-c03394259d5a> and click the button **"Fundraise for us"**.



- 2) You will need to login to your Giving.sg account or if you do not have an account, you may sign up for a new account instantly.



- 3) Before you proceed to enter the relevant information for your campaign, please ensure that it is reflected that you are fundraising for "SPD (formerly Society for the Physically Disabled)"

The screenshot shows the 'Describe your campaign' page on the giving.sg website. The page has a sidebar on the left with four steps: 1. Describe your campaign (active), 2. Tag your campaign, 3. Set up the schedule, and 4. Settings. The main content area is titled 'Describe your campaign' and contains three main sections: 'Campaign name*' with a text input field, 'Campaign goal' with a numeric input field showing '0' and minus/plus buttons, and 'Description*' with a large text area. On the right side, there is a panel titled 'I am fundraising for' with a dropdown menu showing 'SPD (formerly Society for the Physically Disabled)' (highlighted with a red circle). Below this is a text box with a lightbulb icon and the text: 'Tell your audience how your impactful campaign can be and why they should donate. Use emotive and genuine language.'

- 4) Craft your own campaign story and let others know why you are creating this campaign for SPD. For example, "I seldom exercise or go for any runs, but I would like to support persons with disabilities by pushing myself to complete the 100km in a month's time. Support me by donating generously in aid of persons with disabilities". Set a short campaign URL.

This is a close-up screenshot of the 'Describe your campaign' form. It shows the following fields and instructions: 'Campaign name*' with a text input field; 'Campaign goal' with a numeric input field showing '0' and minus/plus buttons; 'Description*' with a large text area and the instruction 'Describe your campaign and the giving you do. (2,000 characters)'; and 'Campaign URL*' with a text input field and the instruction 'Your campaign URL can only contain lowercase letters, numbers and dashes. It must contain at least one letter. It may not start or end with a dash.' Below the URL field, the example 'giving.sg/donate/campaign' is shown.

- 5) Add photos or videos. Provide visuals for your campaign. It can be photos of you running/exercising or even holding placards with supportive message. There are already some default SPD visuals but it would be more meaningful to add in one of your own photos to personalise the campaign.

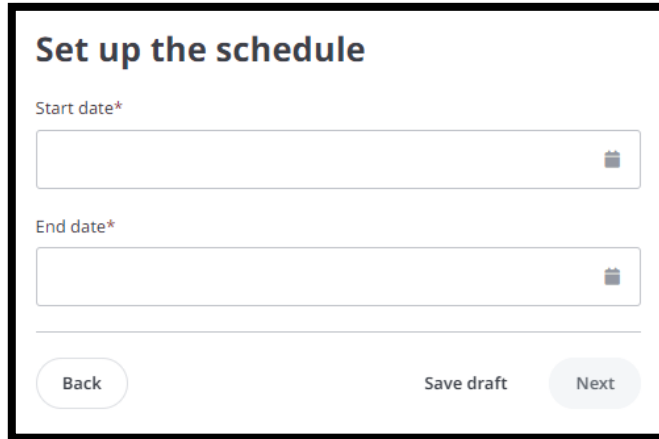
The screenshot displays the SPD campaign creation interface. It features several sections:

- Our Purpose:** A section with the heading "Helping people with disabilities reach their fullest potential". It includes three small images with captions: "Following your dreams and social goals", "Supporting people and contributing to society", and "Being an individual agent of change".
- Mission and Vision:** A section with a group photo of people and text describing the organization's vision and mission.
- People We Serve:** A section titled "Supporting people with disabilities living at risk". It lists four categories of support: "Physical, emotional, and financial support", "Mental health and social skills", "Life skills training and education", and "Job training and employment".
- Media Upload Section:** A large area with a dashed border containing an icon for uploading a file, the text "Select file to upload image", recommended size (1440 x 810), max size (5MB), and a YouTube URL input field.

- 6) You can select the 2 causes supported by SPD as shown below.

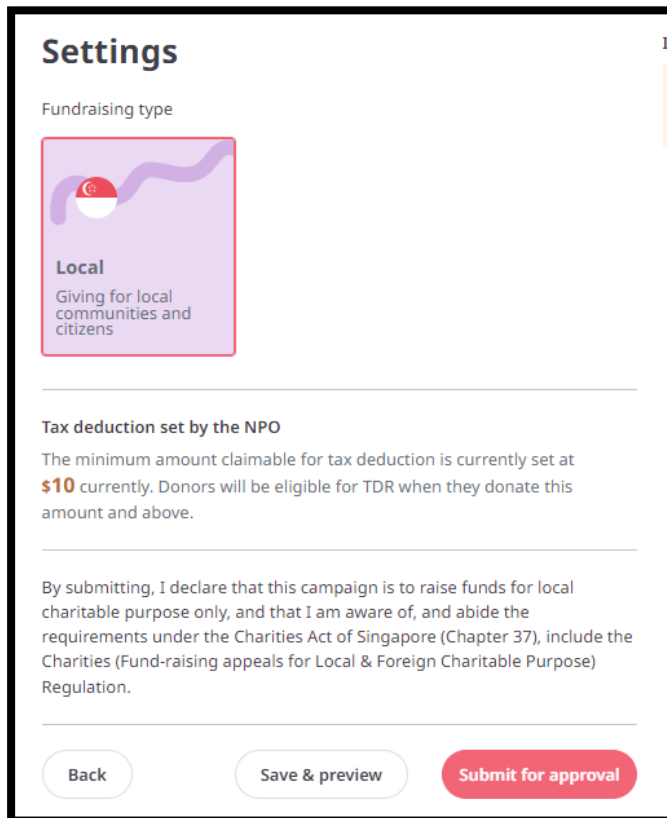
The screenshot shows the "Tag your campaign" section. It includes the heading "Tag your campaign" and the subheading "Causes supported by the NPO". Below this, it says "Select which causes your campaign is supporting." There are two buttons: "Social service and welfare" and "Community development". At the bottom, there are three buttons: "Back", "Save draft", and "Next".

7) Select a start date and end date for your campaign.



The screenshot shows a form titled "Set up the schedule". It has two input fields: "Start date*" and "End date*", each with a calendar icon to its right. At the bottom, there are three buttons: "Back", "Save draft", and "Next".

8) You are done! Confirm all the details and hit "Submit for approval". SPD will review your campaign and approve it as soon as possible.



The screenshot shows a page titled "Settings". Under the heading "Fundraising type", there is a selection card for "Local" with a description "Giving for local communities and citizens". Below this, there is a section "Tax deduction set by the NPO" stating that the minimum amount claimable for tax deduction is currently set at \$10. At the bottom, there is a declaration text: "By submitting, I declare that this campaign is to raise funds for local charitable purpose only, and that I am aware of, and abide the requirements under the Charities Act of Singapore (Chapter 37), include the Charities (Fund-raising appeals for Local & Foreign Charitable Purpose) Regulation." At the bottom of the page, there are three buttons: "Back", "Save & preview", and "Submit for approval".

9) Once approved and campaign goes live. Share your campaign on your social media and remember to include the campaign URL so that your friends, classmates, colleagues, family members, relatives can support you by donating through your campaign.