

# Blackbaud Peer-to-Peer Fundraising™

*powered by JustGiving™*

## Using Buttons and Widgets

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# BLACKBAUD PEER-TO-PEER FUNDRAISING BUTTONS AND WIDGETS GUIDE

If your organization is interested in reaching more people and giving visitors to your website a quick and effortless way to donate to your charity or fundraise for you, follow this guide for implementing widgets—they're free and ready for you to use!

- ✓ To find widgets, go to the Events & Widgets tab in your account and you'll see an option for 'Widgets.'
- ✓ When you click on this you'll have several options to choose from, like the below. Each widget will have the code waiting for it underneath.

Select the widget you'd like to use

**1**

Donate with **JustGiving**

**Donate button**  
Takes your supporter into the donation flow with your charity pre-selected

**2**

Start fundraising with **JustGiving**

**Fundraising button**  
Takes your supporter to JustGiving to create a fundraising page for your charity

**3**



**Events board**  
Markets your charity's events on JustGiving and converts your visitors into fundraisers

**4**



**Fundraiser leaderboard**  
Showcases your charity's top 10 active fundraisers in a real-time leaderboard

- 1** **Donate** button – when a supporter clicks on this they'll go straight into your donation form for your charity, reducing the number of clicks it takes for them to donate – always a win!
- 2** **Start fundraising with JustGiving** button – the supporter will go straight into the Fundraising Page creation flow for your organization.
- 3** **Events** board – advertise your charity's upcoming events and convert a visitor to your website into a fundraiser. Your upcoming events will be displayed with a 'Start fundraising' button for each specific event.
- 4** **Fundraiser** leaderboard - create a sense of community and a little bit of healthy competition with a leaderboard widget. Your organization's top 10 active fundraisers will be displayed and will update in real-time to give fundraisers some extra encouragement.

## Donation boxes

Donation boxes are a great way to convert visitors to your website into potential donors and long term supporters. These JustGiving branded boxes promote a familiar way of giving and enable you to define the donation amounts and descriptions.

They're simple to set up and embed into your existing website:

- ✓ Go to the Events & widgets tab and navigate to the Tools for your website section. Select 'Donate box & donation prompts.'
- ✓ You'll be asked to fill out 3 different donation amounts and a corresponding example of what the donation could help your charity to achieve. Adding specific levels allows donors to quantify the impact of their gifts.
- ✓ Once that's done, choose 'Save changes.'
- ✓ Then head to the next step 'Add Donate Box to your website' and you'll be able to download the relevant code to place in your website's HTML. The result will look something like the below!

CLAPA  
Cleft Lip & Palate Association

Donate CLAPA Community

What is Cleft Lip & Palate? Treatment Support In your area Get involved About us

Shop Contact us

### Donate

*"If CLAPA didn't exist, I really don't know how I would have managed from diagnosis 6 years ago till now. It has the most important role for a family expecting a cleft baby. The support is amazing."*  
Parent of a child with a cleft

Three babies are born with a cleft every day in the UK, and already they face a 20 year treatment pathway. CLAPA aims to be there every step of the way with personal, local support at the moments when people need it the most. [Find out more about what we do.](#)

We rely on the kindness and generosity of the community to help us provide services beyond the hospital walls and make sure every child born with a cleft can grow up smiling inside and out.

Can you help us be there for every child, adult and family in need?

Please support our work

< £20 Could provide one set of valve-operated bottles to a family in need >

20 [Donate](#)

## About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.

