



Guideline on how to set up a donation box



1. Following the [link](#) will lead you to the page on HelpAge's website, where donation boxes can be set up.

2. Click on "Neue Aktion starten".



3. Fill in the form:

 **Neue Spendenaktion erstellen**

Aktionstitel *

Diese Spendenaktion soll heißen

1

Öffentlicher Name *

Diese Spendenaktion wird gestartet von

2

Sammeln für *

Mein Marathon in Berlin für "Jede Oma zählt"

3

Spendenziel * 

4

1

Personalize the name of your donation box e.g. "42.195 kilometers for 'Every Grandma counts'" or "Max is running for Grannies in Africa".

You do not need to fill in your full name here. A nickname, that most of your supporters understand, is sufficient.

2

3

Please change, if necessary. The right option for the Berlin-marathon is "Mein Marathon in Berlin für "Jede Oma zählt".

4

At least 1000€, but you can set yourself a higher goal. This can also be adjusted at any given time.

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Aktionsbild

Bild hochladen
eigenes persönliches Foto

Upload a picture of yourself. Maybe you have one from your last competition, your training runs or even one from your last participation at the BMW Berlin-Marathon in which you are wearing your “Every Grandma counts”-shirt.

Aktionsbeschreibung *

Liebe Freunde und Bekannte, liebe Familie und Kollegen,

danke dass ihr euch die Zeit nehmt, auf meine Aktionsseite zu gehen. Spendet hier direkt, schnell und sicher für meine Spendenaktion.

Ich freue mich über jeden Betrag!

Ich bedanke mich jetzt schon für eure Unterstützung!

Herzlichen Dank,

Everything you put in here will be visible for anyone who has access to your donation box. Address your supporters directly and explain to them what you are doing and who you are supporting.

Dankesnachricht * ⓘ

Liebe/r Spender/in,
herzlichen Dank für deine Unterstützung meiner Spendenaktion.
Liebe Grüße,

You can put your personal thank-you-note for your supporters in here.

☐ Ja, ich akzeptiere die [Datenschutzbestimmung](#) *

Do not forget to read and accept the data protection declaration!

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Angaben zu Deiner Person

Hinweis: Diese Angaben sind nicht öffentlich, sondern dienen zur Kommunikation mit der Organisation.

Anrede *

Bitte wählen

Vorname *

Nachname *

E-Mail-Adresse *

Telefon *

This information is needed to register yourself in our data base. This information is not public. Please pay attention to correct spelling and completeness.

4. You can now click on “Jetzt neue Spendenaktion starten”.

✓ Jetzt neue Spendenaktion erstellen

5. You will receive an e-mail with a link, which leads you to the editing page of your newly opened donation box. Use the link to edit the run time of the donation box, your photo, your personal text or your donation goal at any time.

6. With this e.mail you will also receive a public link to your donation box. This link can be distributed amongst your supporters allowing them to donate to your campaign.

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- Share the link to your donation box together with a short explanation of what you are doing and who you are supporting in all of your instant messenger groups.
- Share the link to your donation box together with a short explanation of what you are doing and who you are supporting and a picture of yours while running with your friends on social media.
- Create a QR code with the link to your donation box (there are various websites which offer such a service for free) and create flyers or posters with it. Introduce yourself and what you are planning to do and explain what and who you are going to support by doing so.

Where could you hang those posters?

Here are a few ideas:

- In small businesses in your local area, like bakeries or restaurants
- In the school or kindergarten of your child or grandchild
- At your local sports club
- At work
- At sporting events
- At the cinema



More tips

- Christmas, easter, your birthday... - tell your loved ones to donate for your campaign instead of gifting you something else.
- Organize a yard sale or a cake sale and donate the revenue to your campaign.

Good luck!



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