
Campaign Set Up Guide

India COVID-19 Response

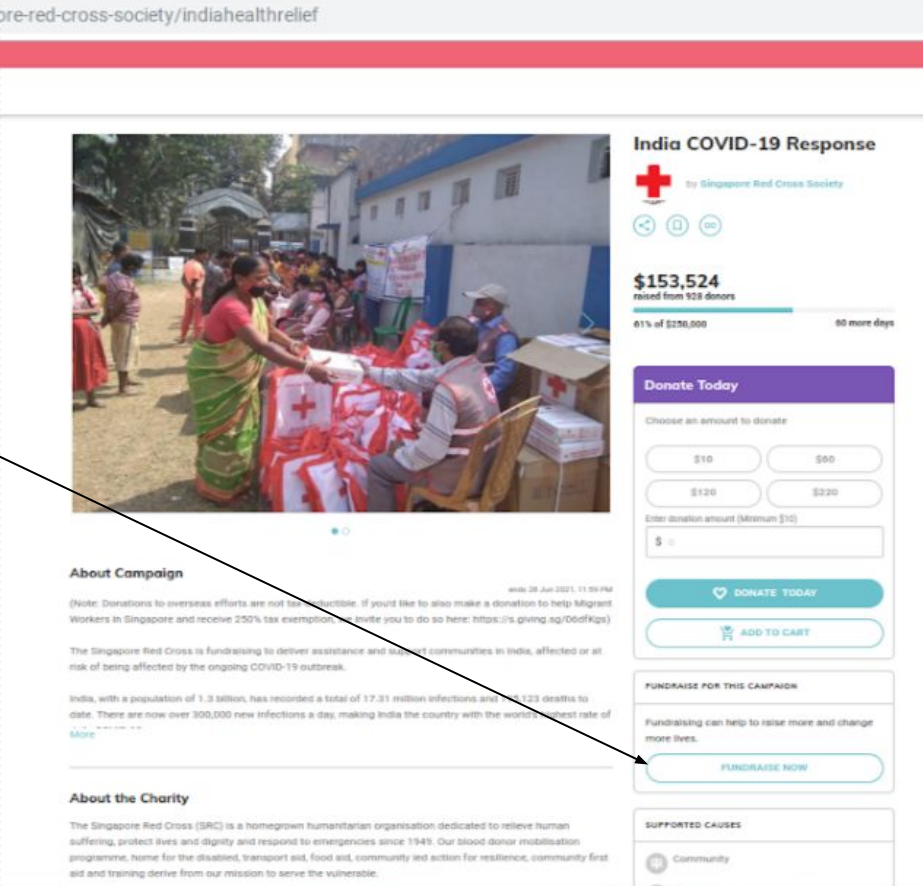
Please copy and paste this link:
<https://www.giving.sg/singapore-red-cross-society/indiahealthrelief>

Step 1: Click on 'Fundraise Now'

You will be prompted to log in either with your facebook or email address.

Login with your preferred method.

ore-red-cross-society/indiahealthrelief



India COVID-19 Response
by Singapore Red Cross Society

\$153,524
raised from 128 donors

61% of \$250,000 60 more days

Donate Today

Choose an amount to donate:

\$10 \$50
\$120 \$220

Enter donation amount (Minimum \$10)

\$ 0

DONATE TODAY

ADD TO CART

FUNDRAISE FOR THIS CAMPAIGN

Fundraising can help to raise more and change more lives.

FUNDRAISE NOW

SUPPORTED CAUSES

Community

About Campaign
28 Jun 2021, 11:59 PM
(Note: Donations to overseas efforts are not tax-deductible. If you'd like to also make a donation to help Migrant Workers in Singapore and receive 250% tax exemption, please invite you to do so here: <https://www.giving.sg/06dfkps>)

The Singapore Red Cross is fundraising to deliver assistance and support communities in India, affected or at risk of being affected by the ongoing COVID-19 outbreak.

India, with a population of 1.3 billion, has recorded a total of 17.31 million infections and 2,123 deaths to date. There are now over 300,000 new infections a day, making India the country with the world's highest rate of [More](#)

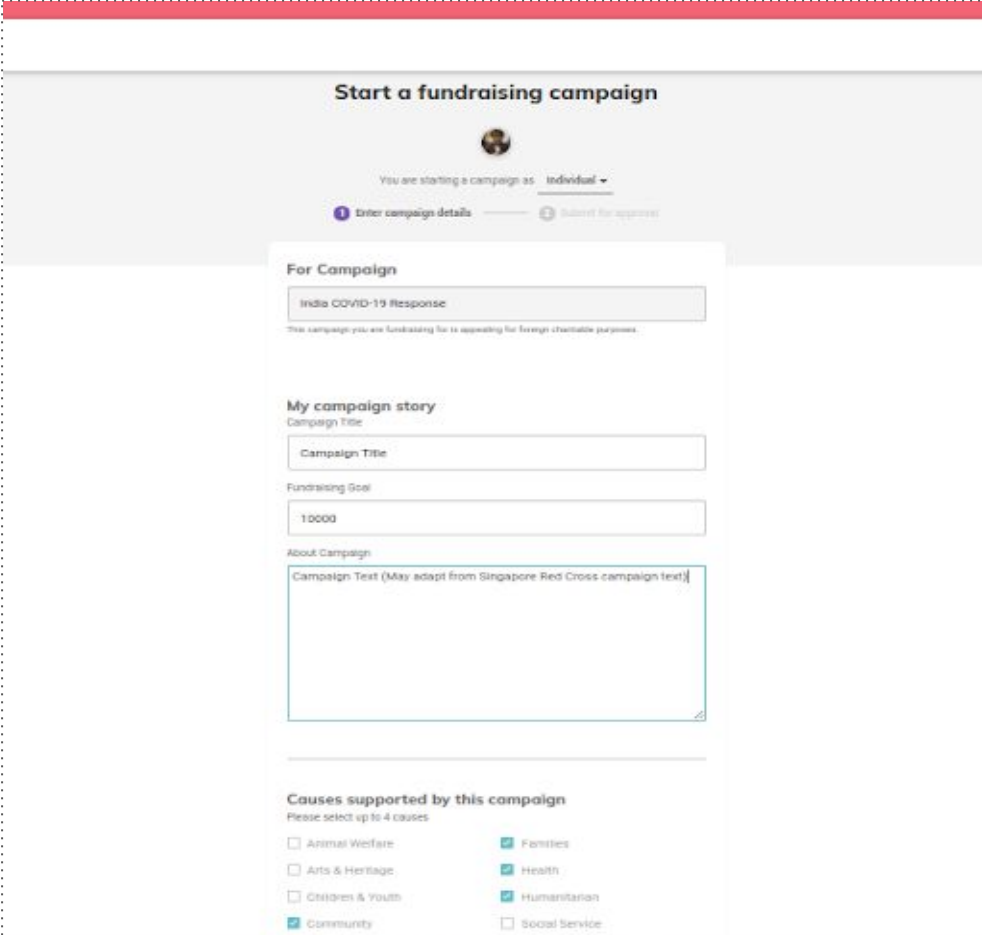
About the Charity

The Singapore Red Cross (SRC) is a homegrown humanitarian organisation dedicated to relieve human suffering, protect lives and dignity and respond to emergencies since 1949. Our blood donor mobilisation programme, home for the disabled, transport aid, food aid, community aid action for resilience, community first aid and training derive from our mission to serve the vulnerable.

Step 2: Input Campaign Information

Input the following information,

- 1) Campaign title
- 2) Fundraising goal
- 3) Campaign story (You may copy and paste the text which can be found in the next slide)



The screenshot shows a web form titled "Start a fundraising campaign". At the top, it says "You are starting a campaign as Individual" with a dropdown arrow. Below this are two progress steps: "1 Enter campaign details" (active) and "2 Submit for approval". The form is divided into several sections:

- For Campaign:** A text input field containing "India COVID-19 Response". Below it is a small note: "This campaign you are fundraising for is appealing for foreign charitable purposes."
- My campaign story:** A sub-section with a "Campaign Title" input field.
- Fundraising Goal:** A text input field containing "10000".
- About Campaign:** A large text area with a placeholder text: "Campaign Text (May adapt from Singapore Red Cross campaign text)".
- Causes supported by this campaign:** A section with the instruction "Please select up to 4 causes". It contains a grid of checkboxes:
 - Animal Welfare
 - Arts & Heritage
 - Children & Youth
 - Community
 - Forestry
 - Health
 - Humanitarian
 - Social Service

Campaign Story

The Singapore Red Cross is fundraising to deliver assistance and support communities in India, affected or at risk of being affected by the ongoing COVID-19 outbreak.

India, with a population of 1.3 billion, has recorded a total of 17.31 million infections and 195,123 deaths to date. There are now over 300,000 new infections a day, making India the country with the world's highest rate of daily COVID-19 cases.

Medical equipment and supplies, such as ventilators, oxygen cylinders and oxygen concentrators, are urgently needed. In the first instance, we have purchased and will deliver five ventilators to community hospitals in New Delhi through the Indian Red Cross Society. As we raise more funds, we can provide more lifesaving medical resources.

'The needs are immense, and we look forward to working with more organisations to support the relief efforts in India. Our response plan will be adjusted based on ongoing developments, evolving needs and regular assessment of the situation,' said Mr Benjamin William.

More details on our public appeal at [redcross.sg](https://www.redcross.sg)

Note: Donations to overseas efforts are not tax-deductible



Step 3: Image Upload

You may upload your own related images here or use the default images as uploaded by Singapore Red Cross.

Causes supported by this campaign
Please select up to 4 causes

<input type="checkbox"/> Animal Welfare	<input checked="" type="checkbox"/> Families
<input type="checkbox"/> Arts & Heritage	<input checked="" type="checkbox"/> Health
<input type="checkbox"/> Children & Youth	<input checked="" type="checkbox"/> Humanitarian
<input checked="" type="checkbox"/> Community	<input type="checkbox"/> Social Service
<input type="checkbox"/> Disability	<input type="checkbox"/> Sports
<input type="checkbox"/> Education	<input type="checkbox"/> Women & Girls
<input type="checkbox"/> Elderly	
<input type="checkbox"/> Environment	

Media gallery
Add at least 1 image of what your campaign is about, to inspire more to donate!

<p>+</p> <p>Add YouTube video (optional)</p> <input type="text" value="Enter YouTube link"/>	 <p>×</p>
<p>SLIDE 1</p>	<p>SLIDE 2</p>
 <p>×</p>	<p>+</p> <p>UPLOAD IMAGE</p>
<p>SLIDE 3</p>	<p>SLIDE 4</p>

[+ ADD IMAGE](#)

Campaign duration
Start Date

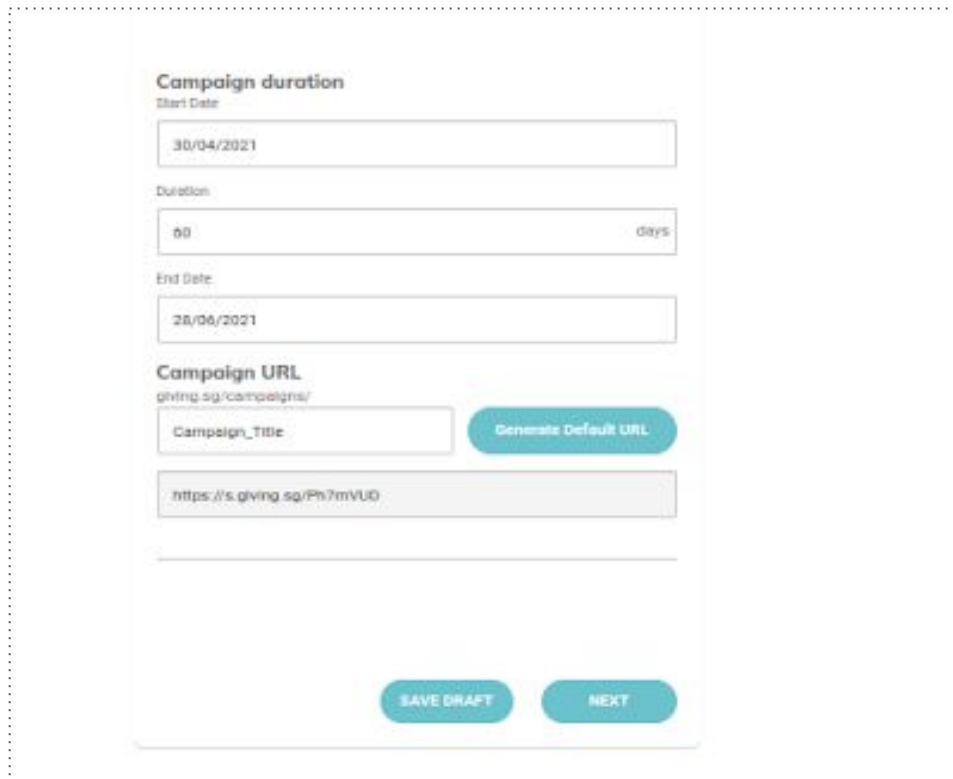
Step 4: Campaign Duration

Enter the campaign start date as per the date of set up, and the end date as **28 June 2021**.

Important note: Please do NOT go beyond 28 June 2021 as our fundraising appeal license is only valid until 28 June 2021.

Step 5: Generate default URL

You can customise the URL link to your campaign or use the generated version.

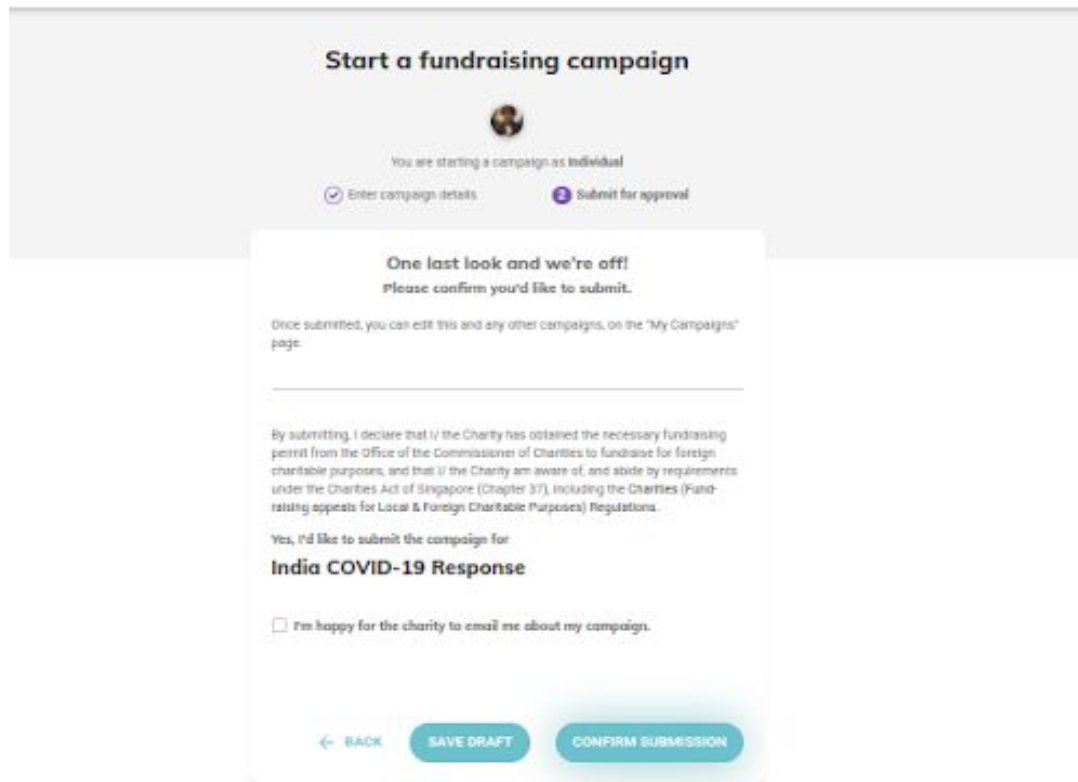


The screenshot shows a form titled "Campaign duration" with the following fields and buttons:

- Start Date:** A text input field containing "30/04/2021".
- Duration:** A text input field containing "60" with a "days" label to its right.
- End Date:** A text input field containing "28/06/2021".
- Campaign URL:** A section with a label "giving.sg/campaigns/" and a text input field for "Campaign Title". To the right of this field is a teal button labeled "Generate Default URL".
- Generated URL:** A text input field containing the URL "https://s.giving.sg/Ph7mVU0".
- Navigation:** At the bottom right, there are two teal buttons: "SAVE DRAFT" and "NEXT".

Step 6: Confirm Submission

Click on '**Confirm Submission**' and you are ready to fundraise for India COVID-19 Response!



The screenshot shows a web interface for starting a fundraising campaign. At the top, it says "Start a fundraising campaign" with a profile icon. Below that, it indicates "You are starting a campaign as Individual" and shows two progress steps: "Enter campaign details" (completed) and "Submit for approval" (current step). The main content area is a confirmation modal with the heading "One last look and we're off! Please confirm you'd like to submit." It includes a note that once submitted, the user can edit campaigns on the "My Campaigns" page. A declaration follows, stating that the user declares the charity has the necessary fundraising permit and they abide by the Charities Act of Singapore. The user is asked to confirm they want to submit the campaign for "India COVID-19 Response". There is an unchecked checkbox for "I'm happy for the charity to email me about my campaign." At the bottom, there are three buttons: "BACK", "SAVE DRAFT", and "CONFIRM SUBMISSION".

Start a fundraising campaign

You are starting a campaign as Individual

Enter campaign details Submit for approval

One last look and we're off!
Please confirm you'd like to submit.

Once submitted, you can edit this and any other campaigns, on the "My Campaigns" page.

By submitting, I declare that i/ the Charity has obtained the necessary fundraising permit from the Office of the Commissioner of Charities to fundraise for foreign charitable purposes, and that ii the Charity am aware of, and abide by requirements under the Charities Act of Singapore (Chapter 37), including the Charities (Fund-raising appeals for Local & Foreign Charitable Purposes) Regulations.

Yes, I'd like to submit the campaign for
India COVID-19 Response

I'm happy for the charity to email me about my campaign.

← BACK SAVE DRAFT CONFIRM SUBMISSION

**Thank you for supporting our relief
efforts!**



Singapore Red Cross
15 Penang Lane Singapore 238486 • 6664 0500 • enquiry@redcross.sg • redcross.sg