



American Red Cross

Frequently Asked Questions

Swim 15 Miles in July Instagram Challenge

About the American Red Cross

The American Red Cross is a nonprofit dedicated to preventing and alleviating human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

What is an Instagram Challenge?

An Instagram challenge is a virtual fundraising event taking place over a one to two-month period. The goal is to raise money through a JustGiving fundraiser while completing the challenge activity. You will post about your progress on your fundraiser AND your Instagram story to encourage donations from your followers. Donors will have the option to cover processing fees and the proceeds go directly to the organization.

The purpose of this challenge is to raise funds for the American Red Cross while swimming 15 miles during July.

How can I tell this challenge is sponsored by ARC?

We understand you want to be sure that your funds are going toward the Red Cross mission. There are a few ways to ensure that you're supporting the American Red Cross. Our campaign page on JustGiving has our mission, charity registration number, and a link to our official website.

About the Challenge

How do I track my progress?

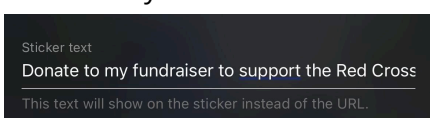
The best place to post updates is on your fundraising page AND your Instagram story (don't forget to tag American Red Cross)! That is how your friends and family can monitor your challenge and donate to support you! JustGiving also integrates with Strava and FitBit. See your JustGiving page for more details.

How do I share my progress on my Instagram story?

1. Open your JustGiving fundraiser
2. Tap Share, and copy the link
3. Add the link to your Instagram Story.



4. Customize your link sticker.



5. Tag @americanredcross

Do I have to provide proof of completion?

Absolutely not! We trust you! But it is a great idea to post updates on your progress to your fundraiser and your Insta story to encourage others to donate. Don't forget to tag the Red Cross on your Instagram story @americanredcross!

What if I fail to complete the challenge?

We would love to see everyone complete the challenge but understand that swimming 15 miles in one month might not be feasible for everyone. Every mile you move gets us closer to our goal, so thanks for helping!

Is there an age limit to take part in the challenge?

No. There is no age limit, but we do want people to feel comfortable with the challenge and not push beyond their limitations. Remember: if you are under 18, you need a parent or a guardian to agree you can take part in the challenge.

Registration Process

Is the registration free?

Yes, the registration is completely free. We strongly encourage you to start a fundraiser so you can help the American Red Cross with our mission.

Where do I create my fundraiser?

Click the orange button that says "Start fundraising" on our Swim 15 Miles in July campaign page in JustGiving.

When will I get my free gift?

Once you register AND receive your first donation you will earn a Red Cross stainless steel water bottle, please allow two to four weeks for it to arrive. The registration will remain open until July 5th, 2024. We have a limited supply, so register early to guarantee you'll receive your free gifts!

Stainless Steel Water Bottle

My water bottle hasn't arrived yet. When can I expect it to be delivered?

Please allow two to four weeks for delivery after you have received your first donation.

Can I start the challenge without my water bottle?

Absolutely! You can start tracking your progress on the first day of July. When your gift arrives, snap a picture of you with it and post it to your fundraiser and on your Instagram story for everyone to see!

Donations

How much do I have to raise?

Your JustGiving fundraiser will automatically be set up with a target amount in place, but you can customize the number to your liking. Every dollar we raise helps support swim lessons in communities with a higher risk of drowning.

Can I donate to my own page?

Yes, of course! Lead by example, then invite friends and family to donate too!

My friend made a donation with the wrong amount. Can they get a refund?

Refund requests should be sent via email to P2PFundraising@redcross.org

My page still needs donations. How do I encourage people to donate?

Sorry to hear that! Have you shared your fundraiser link with friends? A great way to kick off your fundraising is by posting your fundraising link to your Instagram story and other social media feeds or texting it to your network.

My friends don't like to donate online. Can they still donate to my fundraiser?

Yes, we recommend you make the gift on your friends behalf.

About the Fundraising Page

Can I edit the information to make it in memory of a loved one?

Yes, you can. There is an edit (or manage) button on your fundraiser page where you can make your tribute for your loved one and edit all information.

Can I share my fundraising page?

Yes, you can! All your friends and family should be able to follow the link and donate to your fundraising page. Share it on your Instagram story and any other social media you use. You can even text and email your fundraising link.

How do I find my fundraiser?

Your personal fundraising link will be emailed to you after you create your fundraiser. Please refer back to your email for the link. If you cannot find the email with your personal fundraising link, please visit justgiving.com and use the search bar to find your fundraiser.