

# Fundraising Tips

Creating your own fundraising page is quick and easy. It only takes 3 minutes to build, customise and send out to your friends and family! Online donations are the most cost effective way for you to give. So have a look at these tips for making the most of your fundraising page.

## Tip 1: Tell a story

By personalising the message on your fundraising page you can share the reason you're raising money for this charity and participating in this event. Explain why this charity deserves your support. Your passion will be infectious and it will help encourage your friends to give generously.

*Click on the 'Fundraising' tab and select 'Edit Fundraising Page'. In the media player, select the 'Message' tab, type in your personal message and click 'save'.*

## Tip 2: Add images

This is the fun bit! You can really make your page stand out by adding photos and images. If you don't have any images you want to post, then why not select one of the great images available in the image gallery?

*Click on the 'Fundraising' tab and select 'Edit Fundraising Page'. In the media player, select the 'Images' tab. To view an image from the gallery, click on the thumbnail. To add your own image, click 'Add Image' and browse your files to select an image. Click the upload button, add a title, description and make this your default image. Click the save button and your done!*

## Tip 3: Add YouTube videos

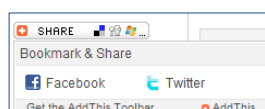
Adding a video or 3 is a great way to make your fundraising page interactive. Videos can deliver a much stronger message than the written word. And a really engaging (funny, sad, compelling) video will also encourage your friends to send your page around to all of their contacts!

*Click on the 'Fundraising' tab and select 'Edit Fundraising Page'. In the media player, select the 'Videos' tab. To view a video from the gallery, click on the thumbnail. To add your own video, click 'Add Video' and copy the URL (web address) for the YouTube video. Click the add button, add a title, description and make this your default image. Click the save button and your done!*

## Tip 4: Share your fundraising page

Share your page on your favourite social network by clicking the 'Share' button on your fundraising page. This will automatically publish a link to your fundraising page on your Facebook wall, in your Twitter feed, or on any other social network.

Include your fundraising page URL in your email signature, post it on your blog or company website. Tell everyone you know! Send a letter to Grandma, post a note on the fridge and hang a poster anywhere you can think of (school, gym, church, pub).



*On your fundraising page, look for the 'Share' button on the left side. You can choose from any social network or use the default options of Twitter or Facebook. A popup window will open asking you to login to your social network. You can add a personal message to your post. Your post will include your message, a link to your fundraising page and an image.*

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## Tip 5: Email your friends and family

Don't be shy! Use the address importer and email all of your contacts and ask them for a donation. To make it as easy as possible we've created an email for you. All you need to do is add a personal greeting and click send! Your friends will receive an email with a link to your fundraising page where they can make a secure online donation.

It's a good idea to sponsor yourself first or ask your close friends and family to make a donation to get the ball rolling. Getting a big gift first is a great way to encourage higher donation amounts since many sponsors will match gifts that have already been made.

If you have a large list of contacts or lots of work email addresses then send your 'Get Sponsors' email to yourself and forward it from your own email account. People are more likely to read an email that comes directly from you.

Don't forget to personalise your email. If you add a personal greeting to the email your friends are more likely to give a donation.

And don't forget to send reminders! Life is hectic and people will forget to sponsor you so check your list and send reminder emails to friends who haven't given yet.

*Click on the 'Fundraising' tab and select 'Get Sponsors'. If you'd like to send email to yourself, select option 1 and click 'Just Email Me'. To import your address book, select option 2 and click the blue 'Add From My Address Book' button and follow the instructions in the popup window. Click the 'View list of people you've asked to sponsor you' link to keep track of you've emailed.*

## Tip 6: Thank your sponsors

Don't forget to thank your sponsors. Although we will send them a thank you email right away, your sponsors will appreciate a personal email from you. You can use the 'Thank Sponsors' tool to keep track of who you've thanked.

*Click on the 'Fundraising' tab at the top of the page and click on 'Thank Sponsors' to send an email to all of your sponsors.*

## Tip 7: Update your fundraising goal

Keep raising your fundraising goal. If you've met your target already and only a few people have sponsored you, why not raise the bar? Once you set a fundraising goal you can also choose a goal tracker. The goal tracker will make your page more engaging and encourage your sponsors to give more. It's also a great excuse to remind your friends to sponsor you.

*Click the 'Fundraising' tab at the top of the page and click on 'Edit Fundraising Goal' to increase your target. To select a goal tracker, click 'Edit Fundraising Page' and select the 'Widgets' tab in the media player.*

## Tip 8: Create or Join a Team

Fundraising as part of a team can be a lot of more fun. You'll have the support of your team and a team fundraising page which means you can reach even more people! Your sponsors can make a personal donation to you or a donation to the team. If you're participating with a group of work colleagues it's a great way to get your employer to sponsor you.

*To join or create a team, click the 'Team' tab at the top page to join or create a team.*