

Online Fundraising hints and tips



1. Personalise your page Make your page as compelling as possible by adding your own photograph and text. Make sure your page communicates the reason you have chosen to raise money, and why you believe your chosen charity deserves support. Be creative!

2. Email your family and close friends first Before sending an email to your entire address book, ask your closest friends and family to donate first. An empty page can be a little intimidating, so do make sure to capture a couple of donations before contacting your entire list of potential sponsors. People tend to match the amounts already listed on the page, so do target your most generous supporters first!

3. Tell *everyone* you know Email your family, friends and colleagues with a link to your page, but don't forget other groups of potential supporters: former colleagues, old school and college friends, fellow members of a church, club or PTA — you may be surprised how many would like to sponsor you. Encourage them all to pass on the message to anyone else who might support your chosen charity.

Also think of those people living in different parts of the UK or abroad. The Internet is global — so make the most of it!

4. Contact your local media Publicity in the local media can be an invaluable fundraising tool. A few lines in the local paper, or an appeal for sponsorship on your local radio station, can yield amazing results. With Justgiving, attracting sponsorship couldn't be easier — readers and listeners can simply visit your page and sponsor you direct. The best way to get some publicity is by sending out a press release.

5. Keep your page updated and email your friends — again Be persistent. It takes more than one round of emails to reach one's target. Encourage people to re-visit your page by regularly updating it. Change your picture, post updates on your progress and, if you are taking part in a sporting event, keep a training diary. Let supporters know how much you've raised so far. An email update is interesting for those who've already supported you and a nudge for those who haven't. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request.

6. Use your own email as well as the facility on the page Because you are already familiar with your own email system, you can set up groups and you'll be able to send more emails at once than you can via your sponsorship page. Some of your potential supporters may feel more comfortable opening an email that comes from you personally through an email address they recognise.

7. Change your email signature at work and/or at home After your name and title etc, add a line at the bottom including the address of your web page. This will raise awareness of your event and ensure every email you send has the potential to prompt a donation.

8. Put a notice up in your gym, church, college, children's school, etc. Don't just rely on email. A simple poster asking people to visit your fundraising page can reach people whose email address you don't have. You might also consider printing some flyers to hand out to people when you see them.

9. Ask to be on your company's website See if your company would be prepared to add your web address to its public website or private intranet. Many companies like to promote the charitable and public-spirited efforts of their staff and you could get a lot of extra donations from this. Some companies may even offer a "matched giving" scheme where they offer to match any amounts you have raise, so this action could help you reach your target even faster.

10. Personalise your thank-you email When you create your page, you have the opportunity to personalise the thank-you message each donor automatically receives. In addition to expressing your thanks, use this opportunity to ask supporters to pass on your web address to anyone else who might be interested in sponsoring you.

If you have already created your page, you can log in to your account to personalise the thank-you message at any time.

11. Keep fundraising after your event Some 20 per cent of all donations through Justgiving come in after people have completed their fundraising event. So don't stop fundraising once you've cross the finish line. Update your page and email your supporters with news of your success. Remind those who haven't yet donated to do so, and ask others to donate again in recognition of your achievement.

12. Use our local rate telephone number – 0845 021 2110 Add this to any email or press release you send out, just in case people have difficulties donating. Our helpdesk is available Monday to Friday from 9am to 6pm to answer any queries you or any of your sponsors may have.

Widgets, Badges, Buttons and Blogs...



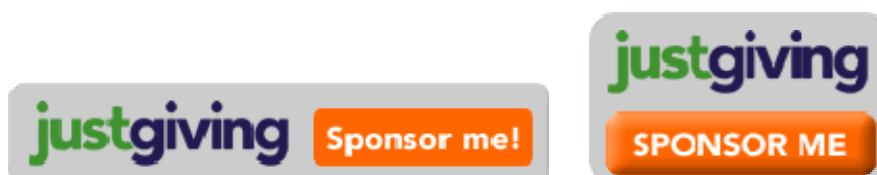
What is a widget? A widget is like a mini version of your fundraising page which you can use to spread the word about your page. You can put it on your own personal website, a blog or get friends and family to stick it on their websites. It's made in Justgiving colours, and shows how you're progressing towards your target, with a groovy thermometer that moves.



What is a badge? A badge is a simple button that links to your fundraising page. It doesn't have as many features as the widget, but it's far more fun than using a text link to your page.

Unlike the widget, you can paste a badge into your email signature in Outlook, which is a great way of making sure everyone you email knows about your page. You can also use our badges on all sites where our widget doesn't currently work.

You can find them in the same section as the widget, just click 'Promote this Page' on any Justgiving fundraising page and you'll find the code you need. Examples of the designs you can choose are below.



Why would I want to use one? The idea behind widgets and badges is that they are an eye-catching, colourful and fun way of promoting your fundraising page. They can be displayed anywhere online – on your own personal website, a business website, your employer's site, in your email signature, your blog or on social websites such as MySpace, Facebook and Bebo etc. They attract people's attention more than a text link would and should drive more people to your page, so increasing the number of people who sponsor you.

What is a blog? A blog is an online diary; a simple website that you update regularly with news about your life, work or a subject that interests you. If you don't know what a blog is, it's safe to say you don't have one. But even if you don't, one of your friends or relatives might have their own site or blog and be willing to display a badge or widget for you.

How do they work? The widget or badge has code embedded in it, so when someone clicks on it they will go straight to your Justgiving fundraising page where they can sponsor you.

How do I use them? You need to copy the widget or badge's code and paste it into the code of your website, in the appropriate place. The image will then appear on your website.

To find the code you need, log in to your Justgiving account with your username and password. Click on the 'Your fundraising pages' tab, then click on the link to the page you want to promote. Click on 'Publish your page with a fundraising widget'.

On this page you'll see our widget and, if you scroll down, several versions of our badge, all in striking Justgiving colours.

Next to each you will see some code in a box. Choose the widget, or the badge you like best, copy this right piece of code and paste it into your website code. Don't forget to save the page, and that's it! (Help with copying and pasting).

Where does it work? You can display a widget on nearly all blogs or personal websites. At present there are some issues with MySpace which we're looking into (the widget shows up but the 'donate' button doesn't link through) and Bebo is currently a closed network so it won't show up there for now. As for Facebook, there's a whole separate app especially for Facebook users which you can add here: <http://apps.facebook.com/justgiving>

How do I put a badge in my email signature? To put a badge in your email signature in Outlook you need to copy the badge code and paste it into the code behind your signature. You may not be able to do this on work email accounts if there are strict security settings or if you're on a networked system like [Citrix](#).

Where do I find widgets and badges? Click 'Promote this Page' on the top right on any Justgiving fundraising page and you'll find the code you need. There are several designs to choose from. Alternatively, log in to your account, click the 'Your fundraising pages' tab and click the link to the fundraising page you want to promote.

Then click on 'Publish your page with a fundraising widget'. You'll find all our widgets and badges on this page, with the code you need to copy.

For more information about promoting your page and JustGiving visit www.justgiving.com