

TOP TIPS FOR ONLINE FUNDRAISING

PERSONALISE YOUR MESSAGE

The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money for SAMH, and they're much more likely to take the time to donate. Personal photos make your page much more engaging. Or even add your own YouTube video! It gives you lots of scope to be funny, imaginative and compelling and gives your supporters a good reason to send your page on to their friends.

START ASKING

Before you email your entire address book, ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!

PUBLICISE YOUR PAGE

Share your page on Facebook, Twitter and on any blogs and websites you have. Ask your employer if they'll link to your page from their website or intranet. Put up posters in your gym, college, church or school. Add your page's web address to your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations.

KEEP YOUR PAGE UP TO DATE

Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends.

SEND A FOLLOW UP EMAIL

Be persistent. It takes more than one round of emails to reach your target. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.

SAY THANK YOU

You can edit the thank you email that is automatically sent to people who donate through your online fundraising page. Make sure you encourage people to send your page on to friends who might be interested in sponsoring you.

KEEP FUNDRAISING AFTER YOUR EVENT

Around 20% of online donations come in after people finish their event, so keep fundraising once you've crossed the finish line - it's a good chance to email an update and a final appeal!



**MORE
TOP
TIPS**

Remember to print off a sponsor form to gather those offline donations. Perhaps you can take it into work for your colleagues to sponsor you, or pass round your neighbours.

You can turn every £1 donation into £1.25 without spending an extra penny! Remember to make the most of Gift Aid by encouraging your sponsors and donors to complete the declaration on your donation and sponsor forms.