

# 10 tips for fundraising online

**Raising money online is one of the easiest ways to collect donations.**

**Here are our top 10 tips for fundraising online.**

## **1 Start a fundraiser**

You need to set up an online fundraising page to kickstart your fundraising. JustGiving allows you to create your own web page. People can then donate, leave you a supportive message, and the money, including any Gift Aid, automatically gets sent to us.

## **2 Add a profile photo**

You've set up your online fundraising page, now's the time to make it yours. The photo on your page is the first thing people will see, so adding one of you will reassure your supporters that they're on the right page.

## **3 Write your story**

Your supporters want to know about your fundraising and why you're doing it. Make sure your page tells your fundraising story. It doesn't need to be super long, just let people know what you're doing and how their support will motivate you.

## **4 Tell people how their donations will help**

By raising money for us, you're making a huge difference to people locally. Every penny you raise will be spent right here in Teesside. Tell your supporters how their donations will help us to support so many local people every year.

## **5 Set a fundraising target**

You might already have a fundraising pledge for the event you've signed up for, but even if you don't, it's a good idea to set one. A target can be really motivating, not only for you, but also your supporters. They might donate just that little bit extra if they know it's going to get you to 100%.

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## Add a video

Video is a really effective way to tell your fundraising story. It doesn't need to be anything fancy, simply use your smartphone to record something. It could be a video of you talking about what you're doing and why, or a live stream while you're out training or getting ready for your event.

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## Include any donations you've raised offline

If you have been raising money and collecting sponsorship offline, you can update your JustGiving page to include this money. It will then be added to the total, contribute towards your target, and your page will reflect all of your incredible fundraising.

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## Link up your Strava activity

If you're taking on a challenge event and using the Strava app to track your training, you can add this to your JustGiving page. Share things like fitness tracking, training photos and miles to your fundraising page so people know just how much effort you're putting in.

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## Personalised requests go a long way

Your close family and friends will really appreciate a personalised 'ask for support', so send them a private message first. Tell them about what you're doing for us, why you've signed up and what their support would mean to you.

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## Share, share, share... and share again

Make sure you're sharing your fundraising page regularly. Hit a new fundraising milestone? Smashed a training goal? Had a big donation? Tell people about it. Update your fundraising page and share on your social channels. Donations come in after the event too, so make sure you keep sharing after the big day.