

ONLINE FUNDRAISING TIPS



- ✚ **Create a page:** It's easy and quick to create an online fundraising page [here](#).
- ✚ **Promote your #selfie:** Fundraisers with pictures on their page have greater success fundraising. Use this as a perfect excuse for a #selfie.
- ✚ **Update your page:** By regularly interacting with your page, your supporters will be encouraged to do the same. Write a blog or regular updates documenting how your training is going or any difficulties or successes you're having. Keeping people updated shows how much effort you're putting in.
- ✚ **Choose wisely:** Try to ask generous supporters to donate first. A lot of people will look at what others have donated and follow the trend. If your first donation is for \$10 then people might assume this is the 'going rate'. Wouldn't it be much better if that was \$30 or \$50?
- ✚ **Donate:** If people can see that you've donated also, they might be more willing to support you. It also allows you to set the 'standard donation amount' that others are likely to follow.
- ✚ **Thank your donors:** Take time to thank people who have donated, and consider sharing the thank-you on Facebook.
- ✚ **Don't stop:** Supporters who have forgotten to donate might be inspired by hearing all

about the event or seeing pictures. Your fundraising page will remain open for a few weeks after the event end date, and people will often donate after seeing you have completed your target

