

**Online fundraising is a fantastic way to help you reach your fundraising target;** it's safe and easy and will help you to raise even more for **Malaria No More UK**

You can set up an online sponsorship or fundraising page with **Virgin Money Giving, JustGiving** or **BT MyDonate**. The great thing about using one of these sites is the money is transferred direct to us.

Here are some **hints and tips** on how to encourage people to support you via your online sponsorship page.

### **Make your page stand out from the crowd**

- Design your page to **create an impact** - use photographs, videos and personalise your message.
- Include **details on Malaria No More UK** and the reason you are have chosen to support us.
- **Update your page regularly** with information on your training and progress to encourage support.
- **Personalise your thank you message** - ask your supporters to promote your page to their friends and contacts.
- **Include videos from Malaria No More UK**

### **Make the most of emailing your contacts**

- **Email your page to a few close friends and family members first** who you know will support you generously. Then when others see your page, they won't be put off by being the first to donate and will be more likely to match the amounts already given.
- Once you have a few donations on your page, **email your other contacts in groups** so you can make the emails as personal as possible. Make sure you contact everyone who might support you, both in the UK and overseas.
- Let your UK contacts know that Virgin Money Giving, JustGiving and MyDonate will **automatically claim Gift Aid** on donations made by UK tax payers - that's currently an extra 25p for every £1 donated.
- **Include the address of your fundraising page** in your emails and, for more impact, use the sites facilities for inserting **badges** and/or **widgets** into your emails. Widgets can give your contacts an up to date amount on how much you have raised so far and both can take your contacts straight to your fundraising page.
- **Send follow up emails**, and then more follow up emails, updating everyone on your progress and encouraging your contacts who have not yet sponsored you to make a donation.

### **Take time promoting your page**

- Promote your page on **Facebook & Twitter...** all the online sites have guides on how to make the most of social network sites.
- **Encourage your friends** to promote your page on Facebook, in their emails and on Twitter – make sure they have access to your page address, badge or widget to make it as easy as possible for their contacts to support you.
- Include your widget, badge and page address in your **email signature** to publicise your page in every email.
- Promote your fundraising efforts to all your colleagues through your employer's **internal communications**.
- Contact your **local paper and radio stations** about your fundraising – make sure you tell them what you are doing and why, information on Malaria No More UK and your page address so readers and listeners can easily support you.
- Use **justgivings' text donate' facility** to increase donations. When you set up your page you can generate your own donation number which you can advertise at events, mention when talking to people and add to your email signature. It's another simple and effective tool to help the money roll in!

### **Keep going after your event**

- Around 20% of donations come through after the actual event has taken place so make sure you **don't stop even if you have reached your initial target**.
- **Update everyone who supported you** on how your event went – thanking them for their support and encouraging them to donate again.
- **Send a separate update** to people who haven't supported you yet telling them about your achievements (and about any pain or difficulty you went through to get there) but also how their support really could make a difference.

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