

JustGiving's top 10 fundraising tips

1. 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, and they're much more likely to take the time to donate. Explain why your charity deserves support and what their donations will buy, eg £10 will buy a school desk or £20 will help restore someone's sight.

2. Add photos and video

Personal photos make your page much more engaging. Even better — 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.

3. Tell everyone about your page

- 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!
- Email your other contacts in groups — colleagues, running club, friends overseas, etc - personalising your message each time. Include our helpdesk email address (help@justgiving.com), so anyone who has difficulty donating can contact us directly.
- Use your own email system to set up groups, send emails to large numbers of people and keep your communications personal. Potential supporters are more likely to open an email that comes from you than an email address they don't recognise.

4. Publicise your page

Print some [Moo cards](#) with your page URL on the back and give them out to everyone you meet! You can also share your page on Facebook with our [Facebook app](#), and on your blogs and websites with our [widget or badges](#). Ask your company if they'll link to your page from their website or intranet. Put up posters in your gym, college, church or school too.

5. Put a link in your email signature

Add your page's web address, or one of our 'sponsor me' badges, to your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations.

6. 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.

7. 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.

8. Personalise your thank-you

You can edit the thank-you email that we automatically send to people who donate by logging in to your account and going to 'Edit your thank-you message'. Make sure you encourage people to send your page on to friends who might be interested in sponsoring you.

9. Contact your local media

A few lines in the local paper or an appeal on your local radio station can really help. By going straight to your JustGiving page, readers and listeners can sponsor you really easily. We've got a [sample press release here](#) for you to customise.

10. Keep fundraising after your event

Around 20% of donations through JustGiving 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!

You'll find lots more tried and tested tips from JustGiving fundraisers [here](#).



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