

## ONLINE FUNDRAISING

Setting up an online giving page is as easy as 1, 2, 3...

1. Visit JustGiving and select the charity (St Peter's Brighton, Safehaven Women or Churches' Night Shelter) or set up your own event/cause.
2. Personalise your page. Don't forget to set your target – pages with targets receive on average 46% more than those without.
3. Shoot for a target – Aim high and tell the world
4. Once you've met your target don't stop there. We find that most fundraisers raise much more than their original pledge.

### TOP TIPS

Add a **photo** – let your picture do some talking too. Fundraisers with pictures on their page tend to raise 14% more.

Add a **fundraising summary** – this is the first thing people will read and you could raise an additional 9%!

Tell your **personal story** – let your supporters know why your cause is important to YOU.

Don't be afraid to share your page on your **social media**. And every time you update it, share it again.

Post **regular updates** – new stories give your supporters a reason to come back and donate again.

Don't forget about **email** – there are lots of people who are not on social media who would like to hear what you are doing.

Include any money you've raised **offline**. Add your cash and cheque donations to your page so everyone can see how well you're doing.

It's **not over 'til it's over** – donations come in after the event so make sure you follow up and tell people how you did.