



Top Ten Tips to make the most of your online fundraising page

1. Upload a photo

Uploading lots of photos is one of the easiest and most effective ways of personalising your page. When your friends and colleagues first visit your page, greet them with a picture of yourself.

2. Set a target

Setting a target is not only a great way of motivating yourself, but it's great also encouraging for your supporters. Letting them know that they are getting you ever closer to your goal may just encourage them to give that little bit more. Plus, there's no denying how satisfying it is when you see it tip that 100% mark.

3. Show your friends and colleagues what their support will do

The words we like to use are *"Perth Autism Support is a local charity supporting children under the age of 18, who have been diagnosed on the autism spectrum, and their families throughout Perth & Kinross. They currently support over 850 families through a programme of term time activities, holiday programmes, family support and advice and information, and offer over 200 places to children per week for various activities."*

4. Tell your story

An engaging story can make all the difference. After all fundraising is a story, so use your fundraising page to tell your story. It's all about letting your friends and colleagues know why you're fundraising and what it means to you. If you're challenging yourself with an event, let people know how much effort you're putting in. If you're celebrating something or someone, tell them why. If they are visiting your page, they must be interested in what you're doing, so make sure you tell them all about it.

5. Email your contacts in groups

It's a great idea to email your family and closest friends first. As your most ardent supporters, they are most likely to support you and get the ball rolling. An empty page might be intimidating for some donors, so having a couple of donations on the page should encourage other supporters. People also tend to match the amounts already listed on the page, and your family and close friends are more likely to get you started with some generous donations.



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6. Tweet your page

A website like twitter is an absolute gem for fundraising, helping you reach out to a huge community. Tweet your followers with your link and ask them to retweet it to their followers. The more people that retweet, the more people that will see your page.

7. Put your page address in your email signatures

Adding your web address to your email signature is a quick and easy win in terms of getting your page out there.

8. Thank people

Saying thank you is super important and there is plenty of ways you can say thank you to your friends and colleagues. You can update the story on your page, send emails out to your donors, tweet a thank you and update your Facebook status. Let people know how your fundraising went, just what their support has meant to you and what a difference it will make to Perth Autism Support.

9. 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 and they may forget to do it later. Or perhaps when you first emailed them, maybe it wasn't a great time, but now you're catching them just after a pay day. Also, remember to thank the people who have already supported you so far and ask if they wouldn't mind passing on your page to their contacts.

10. Contact your local press

A bit of exposure such as a few lines in the local paper or an appeal on your local radio station can really help. If they publicise your page address, it will be really easy for readers and listeners to support you.

