



## **Tips for Making the Most of Your JustGiving Page**

### **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 Dreamflight deserves support and what their donations will buy.

### **2. Add photos and video**

Personal photos make your page much more engaging. Even better — add your own YouTube video or perhaps a link to the Dreamflight Glimpse 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. Set a fundraising target**

Setting a target and telling your supporters what this amount will help to achieve if you reach the target is a great way of motivating people to sponsor you.

Here are some Dreamflight examples to help you:

- £100 buys a transit seat, which helps to transfer children to and from their wheelchairs
- £330 equips every child with a Dreamflight bum bag
- £1300 pays for the hire of radios and cell phones, essential in maintaining contact during the trip
- £2240 pays for one regional group of children (for example children from your local area) to swim with the dolphins at Discovery Cove.
- £3000 pays for one child to go on dreamflight

Contact the office if you have a different target and we will let you know what the money you raise will pay for.

### **4. Ensure your first donation is a generous one**

Ask a close friend, relative or someone who is really passionate about what you are doing to sponsor you first and sponsor you generously...this will encourage others to follow suit. Often if the first donation on a Just Giving page is £5, the next few donations will also probably be £5, however if the first donation is £20, the next few donations are also likely to be £20.



## 5. Tell everyone about your page

- Before you email your entire address book, ask your closest friends and family to follow your first donation. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. As mentioned before, 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, etc - personalising your message each time.
- 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.
- Don't forget your friends overseas...anyone overseas with a credit card or a Paypal account can sponsor you via Just Giving

## 6. Publicise your page

Print some Moo cards (<http://uk.moo.com/en/ideas/justgiving>) with your page URL on the back and give them out to everyone you meet!

You can also share your page on Facebook with the Just Giving Facebook application, and on your blogs and websites with a Just Giving widget or badges (<http://tinyurl.com/ykrsww6>).

Create a widget and we will put it onto the Dreamflight website to help to direct traffic to your JustGiving web page.

Ask your company if they'll put your widget or a link to your page onto their website or intranet. Put up posters in your gym, college, church or school too.

## 7. Put a link into 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.

## 8. 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.

## 9. Update your page with any donations you receive offline

You are able to record offline donations on your JustGiving page, which will be offset against your fundraising target. Contact the Dreamflight office on 01494 722733 and we can send you some sponsorship forms, which will help you to manage your offline donations, enabling your supporters to give you cash or a cheque if they prefer (made out to 'Dreamflight' please)



## 10. 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.

## 11. Personalise your thank-you

You can edit the thank-you email that JustGiving 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.

## 12. Group participation

If there are a number of people participating in your fundraising event, you will raise more money through JustGiving with individual pages than as a collective, so encourage each group member to set up a page

## 13. 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.

Contact the Dreamflight office for a press release template to use.

## 14. Ask Just Giving to help publicise your page

By emailing them your link and a few words about who you are and what you are doing to raise money for Dreamflight at '[featured@justgiving.com](mailto:featured@justgiving.com)'.

## 15. Keep on fundraising...

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 to everyone letting them know how you got on as well as a final appeal for donations!