



Registered Charity Number: 512387

Online Fundraising...top tips!

It's important to keep updating your supporters at regular intervals and show them how much time and effort you are putting into your training for your challenge or event. Not everyone will donate the first time you ask them, don't be offended, this will be for various reasons, but by posting updates at regular intervals helps to keep your fundraiser fresh in people's minds and also allows people to donate when they are able.

Here are some examples to bear in mind:

- In your **first post**, tell your story and let your audience know that you'd be really grateful for anyone that kick starts your fundraising journey! Always put in the direct link to your personalised fundraising page, making it easy for people to click through and make a donation there and then.
- **Milestones** - we recommend that you post every so often asking people to help you get to the next fundraising milestone, e.g. "Thanks everyone for helping me reach £100! Can anyone help me get to £150? (*insert page link here*)".
- We will actively keep an eye on your fundraising journey and regularly update you by email with figures of **what your donations will pay for** here at Compton, so you will be able to update your audience and encourage them to keep donating, e.g. "I have now raised £50 which will pay for a one to one counselling session at Compton, please make a donation, if you are able, to help provide more sessions to people that need them (*insert page link here*)".
- **Show your appreciation** for your donations, this will help to draw attention to your activities and to create positivity around your fundraising, e.g. "Big thanks to Matt & Julie for their donation - I'm now at £200! Thanks everyone for your support. It means a lot (*insert page link here*)". How often you do this, is completely up to you, but regular intervals are probably best.
- **Payday** is a good time to ask for donations! As most people get paid at the end of the month it's a good time to appeal for support. You will probably naturally find that people will say 'I will sponsor you after payday' so if you feel comfortable, you can just be completely blatant about this and write "Since it's pay day... can anyone spare a pound or two to support my... (*insert your challenge*). Massive thanks to everyone who has helped me to raise £350 so far. I'd be super grateful if you could help me get to £400 (*insert page link here*)".
- If you are close to your **target**, share this also, if you are almost there, it may encourage people to get you over the line e.g. "I am just £70 short of my fundraising target and I would really like to reach this today, if you haven't already and you have

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been considering making a donation, do it now, it really will make a difference (*insert page link here*)”.

- **Funny stories** are a great way to engage with your audience or if anything significant happened to you during your training, or event preparations, it keeps your content fresh too, you don't have to put a link to your fundraising page on every post, sometimes you can post just for engagement with your audience e.g. “Day 10 in training and I have been chased by a herd of angry cows, I know every step makes a difference, but I have never run so fast in my life, I'm sure you would pay good money to see the video”? If you had a video – you could wait for donations to go onto your fundraising page and then post it for all to see.
- **Photos or videos** can really bring what you're doing to life, and are great for sharing on social media, they generally have the most impact on your audience. The great thing is you can record these from your smart phone and upload them straight to your account. For those that are more tech savvy you can download video maker apps to add music and further features.
- A **countdown** to the event will keep it real e.g. “Just 100 days to go, if you haven't already and you are able, please sponsor me and help ensure we continue to ‘Make Everyday Extraordinary’ for the people that are using Compton's services right now (*link page link here*)” or alternatively “Training has taken me to 13 miles today without stopping, I am half way there and need your support to ensure my legs make it over the finish line, every penny really does count (*insert page link here*)”.
- **Reminders** are another reason to post about your fundraiser e.g. “A week today I'll be getting ready to cycle 100 miles in the Round the Wrekin Epic Challenge. Training has been hard, but not nearly as hard as being diagnosed with an incurable illness, if you haven't already, I would be so grateful for your support (*insert link to page here*)” or even “Tomorrow is the big day. I am really nervous, but this is what I have been training for! Thank you to everyone that has donated to date, any last-minute donations would be gratefully received (*insert page link here*)” and finally “Today's the day, I am almost at my next milestone, if anyone could donate whilst I am (*insert activity*) I would be so grateful (*insert page link here*)”.
- **Self-donation** – this is a popular technique where people chose to sponsor themselves to help them to reach a certain milestone or even at the end of their challenge. They have rounded their donations up to the nearest milestone e.g. After receiving £478 in donations Jane topped her donations up to £500 by donating £22 to her own page.