



FUNDRAISING ESSENTIALS

Top tips for maximizing your online fundraising

1. Personalise your fundraising page

People who personalise their pages raise more money for the cause. So make a great first impression on your friends and family, and greet them with a personal message and a picture of yourself, or even a video! Also try to keep your page fresh and engaging by updating with new pictures throughout your journey.

2. Set a target for yourself

Setting a fundraising target for yourself is a great way to stay on track with your efforts and it also helps your supporters to understand what their contribution means in terms of your overall fundraising journey.

3. Make it personal

Why not share with your supporters your motivations, and why this is so important to you? Do you have a personal milestone? Are you raising funds for a particular personal reason? People who visit your page are doing so to help you, so let them know exactly why you have chosen to do what you are doing.

4. Choose carefully who to ask first for donations

Your family and close friends are a good place to start when asking for donations. Remember that people often match the amounts donated before them and your family and closest friends are likely to support you with more generous donation, giving your page a great head start. Also, an empty donation page can be intimidating to some supporters, so knowing that your family and close friends are behind you should help to encourage other supporters.

5. Promote yourself – you're doing something great!

Don't be shy in letting people know what you're up to. Update your Facebook status, send a tweet, put a link to your fundraising page in your email signature, and ensure you get the word out far and wide!

6. Make sure you thank those who donate to you

Send a personal thank you note to everyone who donates to your page, outlining what it means to you. They have taken the time to donate their money to you, saying thank you will let them know how much you appreciate their efforts

Finally, remember that the Cancer Society really appreciate your efforts! Have fun!