

# How to set up an online fundraising page



**JustGiving**



**You Tube**



## What is online fundraising?

Online fundraising is a simple and effective way to tell a wide network of people about your event and helps raise funds towards your sponsorship.

Setting up an online fundraising page removes the difficulty of asking friends, family and colleagues to hand over their sponsorship monies. By creating your own page linked to your event, sponsors can donate safely via a secure website and all the money raised comes directly to us.

Effectively, your fundraising page becomes an online sponsorship form, removing the need for any paper. They take a matter of seconds to set up and collecting the money is pain-free.

The two most popular websites for online giving are Just Giving and Virgin Money Giving.

## Setting up your page

Setting up your page is easy; it requires an e-mail address and password.

Creating a page allows you to:

- Set your own sponsorship target and update your running total with any offline donations that you receive to show your overall sponsorship raised.
- Customise your page to explain your event and engage your audience. Photos, YouTube videos and personal messages are a great way to 'tell your story'.
- Briefly explain what the MND Association does to your potential sponsors and how donations can really make a difference.
- An online fundraising page creates your very own URL link. You can e-mail this link to friends, family and colleagues while sharing it across Facebook and Twitter.
- Arrange for an automated and personal 'thank you' message to be sent to all your supporters.
- Friends, family and any other sponsors can post good luck

messages on your page once they have donated, providing the perfect motivation ahead of your event.

- Finally, remember to include a closing date on your page to receive an acknowledgement e-mail stating the total amount raised.

If your sponsors are UK taxpayers, Gift Aid will be collected for us, ensuring that a further 25% goes to the MND Association. Please note that Gift Aid does not count towards your overall sponsorship target.

It is important that you update your sponsorship total with any offline donations you receive, remembering to send to us all offline monies separately.

## Text Giving

Fundraising pages come with their own unique 'text giving' code, which enables you to receive text donations and further boost your fundraising. Anyone can donate to you, no matter which mobile network you are with, and you can even personalise your code from your online account.