



Online Fundraising Tips

Online fundraising is fun, effective and easy. Within minutes, you can build your own personal fundraising page and send it out to all of your friends and family, asking them to support you, because it is important to you and your cause.

You can do all this, from your computer, without having to get out of your chair. There are no forms to fill in, no money to collect and no hassles. To make the most of your Fundraising efforts, we have compiled a few tips we have learnt through experience.

Top 10 Fundraising Tips

1. Make your Hero Page your own

To make your Hero Page as effective as possible, upload your own photograph or even better, a video showing you in action. In your webpage entry, try to tell a story: explain why you are trying to raise money, the specific uses the money can be put to and why you are personally moved to support your cause. Personalise your page!

2. Don't set your target too low!

You may be surprised by how deep your supporters will dig to help you get across the line to reach your goal. Raise as much as you possibly can for your chosen cause by trying to set an ambitious, but achievable target.

3. Email your close friends and family first

Send an email to close friends and family and those you think are likely to be your most generous supporters first, before asking others to donate. People tend to match the amounts already donated, so target your most generous supporters first!

4. Use your own email as well as the facility on the Hero Page

Copy and paste the URL from your Hero Page (the Hero Page web address) into your own email system and then use this to contact your supporters. You can send out more emails at once like this, and also set up email groups.

5. Change your email signature

Consider changing your email signature at work and/or at home to add a line at the bottom which includes the web address of your Hero Page.

6. Make sure you contact all your potential supporters

In addition to close friends and family, don't forget to contact any other groups you may have connections with: former colleagues, old school and college friends, friends who have moved out of the area or overseas, members of sporting clubs you belong to, or committees you are part of. If you are involved in business don't forget to ask your suppliers, as they often like to show support.

7. Update your Hero Page and email your supporters again

People mean to donate, but sometimes it gets pushed to the bottom of the inbox and they forget. It usually takes more than one round of emails to nudge everyone into action, so don't feel embarrassed about asking people again. To update your Hero Page, log in to My Hero Account and enter your Hero Name and Password (which you set when you set up your page). You can then change your Hero Page by posting a new photo or video and updating your entry: tell everyone how fit (or otherwise) you are feeling and how much money you've raised so far. Then re-send the link to your updated page by email.

8. Ask to be included in your company website or newsletter

Lots of companies encourage staff to participate in charitable events and fundraising, so ask your company if they are willing to include something about you on the company website or the intranet or company newsletter. Some companies offer a donation-matching scheme, where they will match the amount of money an employee raises.

9. Put up a poster

Create a poster (you can do this automatically after creating your City2Surf Fundraising page) and put it up in the office kitchen or lift, beside the water cooler, or at your local supermarket, gym, post office, school or anywhere else you can get permission. Use the poster to ask people to visit your Hero Page and support you.

10. Don't stop fundraising when the event finishes

A surprising number of donations are received after the event has finished, so don't stop fundraising when your event is over. Once you've recovered, update your Hero Page again and email it to your contacts. It's a great way of letting those who have supported you know you have achieved your goal, and of prompting anyone who still hasn't donated to do so.