Top 10 online Fundraising Tips

1. **Make your page your own** To make your 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 the Heart Foundation. 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 the Heart Foundation 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 system and paste the URL from your fundraising page (the 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 fundraising 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 fundraising 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. Login regularly to keep your page updated, and keep your contacts informed.

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 if they are willing to include something about you on the company website, intranet or company newsletter. Some companies offer a donation-matching scheme, where they will match the amount of money an employee raises.

9. **Upload your fundraising page to your social networking sites** Further grow your fundraising potential, by getting the message out there. Your fundraising page can be linked to both your Twitter and Facebook pages.

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 fundraising 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.