

Setting up your TRIB3 28 day challenge fundraising page online with JustGiving

JustGiving is an extremely easy online fundraising service and a great way to collect sponsorship in for your fundraising.

The service provides interactive and easy-to-use online fundraising tools to help people raise money and donate without fuss, and will reduce the amount of administration you need to do. The service also deals with Gift Aid automatically, so that's one less thing for you to think about.

Please also note that wherever possible, we aim to publicise your JustGiving fundraising through our St Luke's social media channels e.g. Twitter, Facebook etc. If you would rather we did not do this for you, please get in touch.

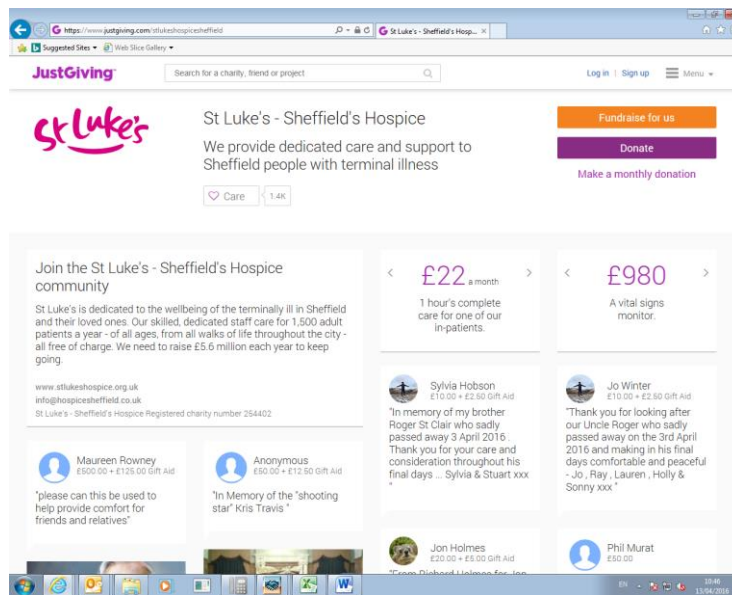
What does JustGiving do?

- Provides you with a personal fundraising page which:
 - Contains a message from you
 - Displays your personal target and how much you've raised to date
 - List the donations you've received
- Provides you with a facility to email people you know, with a link to your page where they can donate securely and tax-efficiently by credit or debit card
- The money is sent directly to our bank account from JustGiving and there is no need for you to contact us
- JustGiving will email a thank you to anyone who makes a donation and can also alert you by email each time you receive a donation
- *Please note:* money from JustGiving.com will be added to your St Luke's Hospice total periodically – it can typically take three to five weeks for it to show on your total, so don't worry if it takes a little time

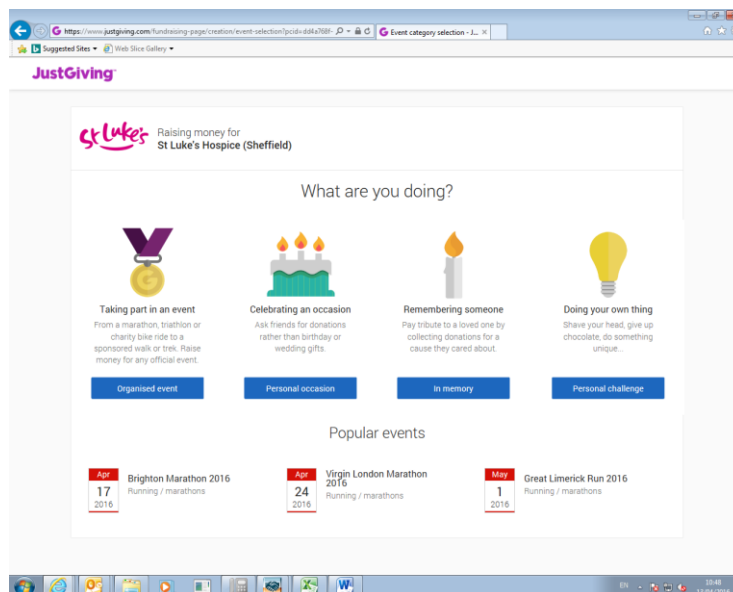
How to set up your JustGiving Page

JustGiving have created a really useful video on how to use your JustGiving page: https://www.youtube.com/watch?feature=player_embedded&v=MLgF7alOjNI. Alternatively, you can follow these six simple steps.

1. Type <http://www.JustGiving.com/stlukeshospicesheffield/> into your browser
2. Select **fundraise for us:**



3. Select the type of fundraising you are doing. If you are taking part in an organised event such as the Yorkshire Half Marathon, you can register onto this event.



4. Finalise your selection. Don't forget if you're taking part in the challenge in memory of a loved one you can add this to your just giving page.

JustGiving

Raising money for
St Luke's Hospice (Sheffield)

Your event
Virgin London Marathon 2016
Change your event
 I'm doing this in memory of someone

Choose your fundraising page web address
www.justgiving.com/
Noni-Bryson1

Are you planning to ask for donations to your JustGiving page in return for goods, services or other benefits?
e.g. Will you be using your page to run a bake sale or auction, or sell tickets to an event or raffle? If yes, donations to your page will not be eligible for Gift Aid as donors will be receiving something in return.
 No
 Yes

Is your charity contributing to the cost of your fundraising?
e.g. Paying for your travel, accommodation or entry fee. If yes then donations made by you, your spouse or partner, or your relatives and their spouses or partners, will not be eligible for Gift Aid. Find out more about Gift Aid eligibility
 No
 Yes

If you have any problems setting up your page you can contact the JustGiving helpline on 0845 021 2110, or call Jack at Luke's on **0114 235 7594** or email j.kidder@hospicesheffield.co.uk.

Nine top tips for fundraising success!

1. Personalise your message

The best fundraising webpages tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate.

2. Add photos

Personal photos make your page much more engaging.

3. Tell everyone about your webpage

Before emailing your entire address book, ask your closest family and friends to donate first. An empty webpage can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. Also people tend to match the amounts already listed so if they're generous donations all the better!

4. Put a link in your email signature

Add your webpage address to your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations.

5. Keep your page up-to-date

Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourage them to donate again or to send your page on to their friends.

6. Send a follow-up email

Be persistent. It takes more than one round of emails to reach your target. People may mean to donate but they don't always get round to it on the first request.

7. Personalise your thank you email

It's a good idea to edit the thank you email that is automatically sent to people by JustGiving by logging into your account and going to 'Edit your thank you message'. Any sort of personalisation helps to gain support.

8. Contact your local media

A few lines in the local paper or an appeal on your local radio station can really help. By going straight to your JustGiving page readers or listeners can sponsor you really easily. Megan can help with press releases and media tips.

9. Keep fundraising after your event

Around 20% of donations through JustGiving come in after people finish their event. So keep fundraising once you've crossed the finishing line – it's a good chance to email an update and final appeal!