



Setting up your JustGiving Page

Your step by step guide to setting up a JustGiving page.

1. Visit www.justgiving.com
2. If you already have an account, log in. If you are new to JustGiving, select **Sign up** at the upper right of the page and fill in your details to create an account.
3. Return to the homepage and select **Start fundraising**.
4. Select that you are raising money for **A charity**.
5. Search for and select **St Luke's Hospice Sheffield**.
6. Select the type of fundraising you are doing and follow the onscreen instructions. Events organised by St Luke's are listed under **Organised events**.
7. Finalise your selection. Don't forget, if you are raising money in memory of a loved one you can add this to your page.
8. Personalise your page and start fundraising!

If you have any problems setting up your page you can contact the JustGiving helpline on **0845 0212110**.

Alternatively, you can call the team on **0114 235 7553** or email us at fundraisingevents@hospicesheffield.co.uk

Fundraising Top Tips

1

Make it your own; personalise your page and messages. Let the world know why you are raising money for St Luke's and what it means to you.

2

Don't be shy; make your page as interesting as possible by adding photos and videos of your fundraising journey.

3

Why not ask close family and friends to donate first? Donations on your page should encourage other sponsors and can look less intimidating than a blank page.

4

Be personal. Tell people as much as you can about why you're taking part and personalise your automatic thank you letter sent by JustGiving on your behalf. Thank your donors your way.

5

Keep it updated. Regular updates, especially with posts about training, remind people what you are doing and why. It can also encourage people to donate again or to send your page on to their friends.

6

Be persistent and follow up. Often 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

Think about timing. It's a great idea to send out regular updates, but try to remember people are much happier to make a donation at different times in the month. Payday is a great time to do a reminder post for your friends!

8

Keep up the good work. Around 20% of donations 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!