

#700 challenge

Online fundraising hints & tips

Creating a fundraising page is brilliant idea for rallying your friends, sharing your story, keeping you motivated, collecting donations and making sure your efforts have impact. It easy to set up your personal #700 page on JustGiving or Virgin Money Giving. There are great guides on both of the websites but we've created a tip sheet to help you make the very most of your fundraising page.

1. Picture perfect

This may seem obvious, but we thought we'd start here because it's so important! Start with a photo of you (action shots are a great idea to grab your friend's attention!) but personalise your page with a number of photos that will help to tell your fundraising story.

2. Set a target

A great motivation is to start by setting a target. This gives you and your supporters something to aim for and is exciting to watch as you get closer and closer to your goal. Plus, when you tip the 100% mark, the sense of satisfaction is immense!

3. Why Dorothy House?

People love to know what the impact of their contribution will be and why you care enough to support a cause. Use your giving page to share why Dorothy House is important to you? Tell your supporters about your experience and the work of the Hospice. If you need help, contact the Fundraising team or visit our website.

4. Tell your story

Maybe you're challenging yourself with an event, marking something special or celebrating someone you love – tell your supporters why you're fundraising and what it means to you. Your story can make all the difference. It's your opportunity to share about the effort you are putting in and to take them on the journey with you. If they are visiting your fundraising page, they must be interested in what you're doing, tell them all about it.

5. No stamp required

Kick off your fundraising by dropping an email to your family and nearest friends. As they are closest to you, they are most likely to support you and get the ball rolling. An empty fundraising page might be a little daunting for some donors, so having a few donations on the page will inspire others to get involved.

6. Get social

Once you've emailed all your contacts, it's time to go global! Facebook, Twitter and Instagram are absolute gems for fundraising, helping you reach out to your wider community. 'Share' 'Post' and Tweet' your followers with your link and ask them to share/retweet it to their followers. The more exposure your posts receive, the greater reach your page will have.

7. The power of two little words...

Saying thank you is super important. Whether you prefer paper and a fountain pen or WhatsApp, there are plenty of ways you can say thanks to your supporters. Start by updating your story on your fundraising page. Then you might like to send emails out to your donors, tweet a thank you and update your Facebook status. Let people know how your fundraising went, just what their support has meant to you and what a difference it will make to Dorothy House.

8. A gentle nudge

How often do you put something off with the best intentions of coming back to it? People are busy and sometimes it takes more than one round of emails to reach. You know what it's like – people mean to donate, but sometimes they don't quite get around to it and they forget to go back. Don't be afraid to ask again. If you can, include an update and a word of thanks to those who have given.

9. Hear ye, hear ye!

A bit of exposure in your local paper or radio station can certainly help. If they publicise your page address it will be really easy for readers and listeners to support you.

An Example

The screenshot shows a JustGiving fundraising page for 'Cat's Bosphorus Cross Continental Swim'. At the top, there's a progress bar showing 253% raised, with a total of £7,596.32 towards a £3,000 target. A 'Donate' button and a 'Share on Facebook' button are visible. The page features a story by Carin Rowlands, a list of supporters with their names and donation amounts, and a section for updates with photos and text. The page is annotated with eight numbered lines pointing to various elements.

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What's your #700 challenge?

