

How to make the most of your online fundraising page

1. Make your online fundraising page as interesting as possible. A humorous or emotional theme might make your page more noticeable and engaging.
 2. Adding an image will make the page look more interesting. Even better, by adding an imaginative video your supporters are more likely to send the page to their friends
 3. A bit of information about scleroderma or the charity is a great way to help supporters understand your fundraising. You can find information on our website: www.sruk.co.uk
 4. You may be tempted to email the web address of your page to all your contacts straight away. However, people tend to match what has already been pledged. It may be useful to first send it to people you think will sponsor a generous amount.
 5. Keep your page looking fresh and let your supporters know how you are getting on.
 6. There are lots of ways you can share your page with friends and family. For starters email everyone you know.
 7. Sharing your page on Facebook and Twitter is another great way of gaining support. If using JustGiving you can download JustGiving's Facebook App, which allows friends to sponsor you without leaving Facebook, and the JustTweeting app lets you schedule automatic Tweets.
 8. Add your online fundraising page as a link on the bottom of your email signature with a brief explanation of why you are taking on the challenge.
 9. Setting up a unique text code allows supporters to sponsor you from anywhere instantly.
 10. If you contact your local paper to publicise the event, make sure they include the web address of your page or your text giving code and number. You can use our Press Release Template for guidance.
 11. Be persistent and keep your supporters updated. People may not sponsor you the first time you ask so send an occasional reminder.
 12. Keep going, around 20% of online donations are given after the event has taken place. Make sure everyone knows that you have completed the event.
 13. Don't forget to say a big thank you to everyone who sponsored you.
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