

Online Fundraising Hints and Tips

We recommend our fundraisers set up an Online Giving page for all of their events, the funds get paid directly to Southampton Hospital Charity. Gift Aid can be automatically collected making donations worth 25% more, and best of all you don't have to chase people with paper sponsor forms.

- 👤 **Start ASAP** – Setting up your online giving page early takes the pressure off, you can do it when you have time to think about it, and gives you loads more time to fundraise. London Marathoners for example raise 40% more by starting before Christmas as opposed to starting in March (race day in April).
- 👤 **Set a target on the page** – This encourages people to be more generous. On average people that set targets earn 63% more.
- 👤 **Personalise your page** – Tell your story, your supporters what to know what you are doing and why. Let them know the specific area of the hospital you are fundraising for and how that ward / department or specialism has impacted your life. A personalised page can be worth 84% more than an unpersonalised one.
- 👤 **Add a picture** – It might seem silly but adding a picture can be a massive booster, people want to see who they are donating to and if you have a common name like 'John Smith' then they will know immediately they are on the correct page and it's you that they are donating too. Having a picture can be worth 23% more.
- 👤 **Make a noise** – Tell everyone about your page; make sure you shared it to all of your social media accounts, and don't just share them once, share them regularly!
 - ★ **Facebook** – share your link in a new post and write why your friends should donate. When your supporters donate, write a comment on the same post tagging the donor to thank them. Posts with more comments and reactions (likes) will be seen by more people.
 - ★ **Twitter** – tweet your link, ask people to retweet you.
 - ★ **Instagram** – copy the link to into your "bio" and post pictures with and comments saying what you're doing and directing them to the link.
- 👤 **Chose your timing** – Posting the link on your social media on or just after payday can be a really efficient, as they can donate immediately. Timing a post so that it is seen when your friends are coming home from night out and are already in a good mood can make them much more likely to be generous.
- 👤 **E-mail signature** – Some companies will allow you to add the link to your company email signature, which is a great way to engage co-workers.
- 👤 **Update your page regularly** – Regular updates to let people know how your preparations are going are really effective and people can see all the hard work you are putting in. A text update can be worth an additional 8%.