

Making the best of your Justgiving page



Setting up your own online sponsorship page with Just Giving is the easiest way to raise money for WDCS. It is a convenient, quick and secure way of raising funds from your friends & family both in the UK and overseas. Anyone can donate with a credit/debit card from anywhere in the world. Justgiving sends your donations straight to WDCS and reclaims Gift Aid automatically on our behalf.

The following tips should ensure that your page is as effective as possible in raising big money for WDCS!

Create a page

1. Go to www.justgiving.com/wdcs/raisemoney and click 'create your page'
2. Choose your event, or another type of event (at the bottom of the page) and click 'select'.
3. Choose from the drop down list what sort of event you are doing & enter the date.
4. Either select your event from the list or enter a name for your event on the right hand side of the page.
5. If you're new to Justgiving enter your email address.
6. Fill in your details and choose a password.
7. Choose a web address for your fundraising page and click 'create your page'.
8. Go to your account and personalise your page.

Make your page

1. Personalise your message

The best fundraising pages tell a really good story! Go for either an emotional or humorous theme – something that will make an impact. Let people know why you're going to the trouble of raising money for WDCS, and they are more likely to donate and forward your page on. Explain why WDCS deserves support and what their donations will buy, for examples click here; <http://www2.wdcs.org/hych/info/wishlist.php>

2. Add photos and video

A personal photo makes your page much more engaging! Even better – add your own Flickr photos (<http://www.flickr.com/>) and You Tube video (<http://uk.youtube.com>). WDCS has a YouTube account so you can share our video clips too (<http://uk.youtube.com/user/WDCSUK>).

This gives you lots of scope to be funny, imaginative and compelling, and gives your donors a good reason to send your page on to their friends.

3. Personalise your thank you message

You can edit the thank you email that Just Giving automatically sends to your donors when they donate. Go to your account and click on 'Do some basic editing'. Make sure you encourage people to send your page on to other people who may be interested in sponsoring you!

4. Tell everyone about your page

Before you email your entire address book, ask your closest family or friends to donate first. An empty page can be intimidating, so having a couple of donations on the page will encourage other sponsors. People tend to match the amounts already listed on the page, so make sure the first few amounts are generous ones!

Email your fundraising page link to all the other contacts in your address book with a personal message, and ask them to forward it to all of their contacts. You can include the Just Giving helpdesk address (help@justgiving.net) just in case anyone has difficulty donating to your page.

Mention the benefits of giving online, especially that an extra 28% in Gift Aid is automatically added to donations made by UK taxpayers at no extra cost to them.

Instead of using a simple web link to your Just Giving page, use a widget! This links directly to your fundraising page so your contacts can easily visit to add their donation. To set a widget up just visit your fundraising page and click on 'promote this page'.

You can also change your email auto-signature to include a badge – a simple button that links to your fundraising page, which unlike a widget, you can paste into your email signature. This means that every email you send out promotes your event and catches people's attention.

5. Publicise your page

Use your company/school communication vehicles (newsletters, intranet sites, message boards etc) to publicise your event and your Just Giving page.

Share your fundraising page on your social networking sites or blogs, if you have any, with your widgets or badges.

Print some Moo cards (<http://www.moo.com/ideas/justgiving>) with your page URL on the back and give them out to everyone that you meet!

If your local paper carries an article (either in print or online) about your event, make sure it includes your page URL.

6. Keep your page up to date

Post regular updates on your progress (especially if you are training for your event) and upload new photos. It gives people a reason to keep coming back to your page, and encourages them to donate again or send your page on to their friends.

7. Send a follow-up email

Be persistent! It takes more than one round of emails to reach your fundraising target. You know what it's like – people mean to donate, but sometimes they don't quite get round to it on the first request.

Remember to thank the people who have already supported you, and ask them to send your page on to their contacts.

8. Don't stop after the event

20% of all online donations come in after the event has taken place! Update your page with a photo of you during, or at the finish of your event, with details of how the event went and the nasty recovery stories etc. Update your social networking pages & blogs if you have any. This will mean that those who have yet to sponsor you no longer have any excuse to drag their heels!

<http://www.justgiving.com/wdcs/raisemoney>

