



Top Tips for Digital Fundraising



1. Make it Social!

- ✓ It's a great idea to post regular updates to Facebook, Twitter, and any other social media sites. This will let people know how you're getting on and remind them to sponsor you if they haven't already!
- ✓ Always link to your online donation page in these messages to make it easier for people to donate.
- ✓ Enlist your friends to help you share your page!
- ✓ Thank people for helping you out! They might be encouraged to donate again, and your other friends will love seeing your progress.
- ✓ Consider your timings—people might be more generous with their money around payday!

2. Visual Fundraising is the Best Fundraising!

Share photos and videos of your fundraising antics as much as possible! Tag people for maximum exposure and take the opportunity to show your hard work and training.

3. Message Power

The internal messaging system in Facebook is great – you can send private messages out to groups of people for efficiency, but don't underestimate the power of writing to people personally.

4. Make it Official

We have an official Facebook and Twitter page. Link to us to let your supporters know exactly what you're raising money for to aid your endeavours. We'd love to share and re-tweet your progress as well to help you hit your targets and say a great big thank you!