

## Fundraising Online



### 1. Personalise your web page

The best fundraising pages tell a good story. If you let people know why you're fundraising they will be much more likely to take the time to donate. Explain what JDRF does and why it deserves support or if you have a personal connection to type 1 diabetes explain what it means to you to find a cure.

### 2. Add a photo

A personal photo makes your page much more engaging. Add a photo of yourself or the person you are fundraising for.

### 3. Tell everyone about your page

- Before you email your entire address book, make the first donation count.
- People tend to make donations of a similar amount. If your first donations are large, this may help to set the trend. So email those people who are most likely to make large donations first.
- Email your other contacts in groups and personalise the message e.g. colleagues, friends who are overseas, sporting friends etc
- Send the email from your own email account and simply copy and paste the link to your personal web page in the email. Potential supporters are more likely to open an email that comes from you than an email address they don't recognise.



### 4. Be a social star!

You can also post your personal fundraising webpage onto your Facebook, Twitter, LinkedIn or MySpace accounts, you may be surprised to see how many people donate.



### 5. Put a link in your email signature

Why not put a link to your personal web page in your work email signature. This way, every time you send an email you are raising awareness of type 1 diabetes and attracting more donations.

### 6. Keep your page up-to-date

Try to post regular updates on your fundraising progress and upload new photos. This gives people a reason to come back to your page and encourages them to donate again or to 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 goal. You know what it's like - people mean to donate, but sometimes they get sidetracked or forget. A friendly reminder email can be very effective.

### 8. Ask your contacts to forward on your email

Why not include a line in your email asking your contacts to forward it onto to everyone they know. The more people you ask the easier it is to reach your fundraising goal.



### 9. Thank your donors

You have the option of being notified via email when someone has donated to your online web page. Make sure that you thank them personally for the donation and they will be much more likely to donate again in the future.

### 10. Contact your local media

A few lines in the local paper or an appeal on your local radio station can really help. If you provide them with the URL to your personal web page you can direct a lot of people to your site as well as raising awareness of type 1 diabetes and the Walk. You can find a media release template to help you in the resources section of this website.

### 11. Keep fundraising after your event

Lots of donations come in after the Walk is over. So keep fundraising once you've crossed the finish line – it's a good chance to email an update and a final appeal!