

ONLINE

FUNDRAISING

GUIDE

BREAST
CANCER

NOW The research
& care charity

HOW TO SET UP AND MAKE THE MOST OF YOUR FUNDRAISING PAGE

Online fundraising makes raising money quick and easy. Once your page is set up, donations come straight through to Breast Cancer Now.

Your online page is also a great place for you to share your story and give your supporters regular updates on your progress.

IS GIFT AID WORTH IT?

Yes, we can automatically claim Gift Aid on donations where the donor confirms they are a UK taxpayer, **increasing each donation by up to 25% with no cost to you or your sponsors.** However, only some donations are eligible for Gift Aid. Get in touch for more information.

Online fundraising platforms

There are a number of options. We recommend JustGiving to our supporters. Over 95% of British postcodes have made a donation or raised money through JustGiving.



Breast Cancer Now has an account with JustGiving so you can find us by searching for Breast Cancer Now in the list of charities.

SETTING UP YOUR JUSTGIVING PAGE



1

Go to [justgiving.com/Breastcancernow](https://www.justgiving.com/Breastcancernow) and click the orange 'Fundraise for us' button

2

Log in to your account or create an account if you don't have one

3

Select your event type. If your fundraising event doesn't fit into any of the categories provided, choose 'doing your own thing'

4

Fill out the form on the next page and choose your web address – this is the link you'll be sharing with friends and family when asking them to donate

5

Click 'Create your page'

DON'T FORGET TO PERSONALISE YOUR PAGE

Making your page unique can make a big difference to your fundraising. Here are JustGiving's top tips:

UPLOAD A PROFILE PICTURE

Your donors want to see who they're supporting, so show them by uploading a profile picture to your page.

Adding a profile picture could boost your donations by 23%



SHOOT FOR A TARGET

Pages with a target raise 46% more. Aim high and tell the world.

ADD A PERSONAL STORY

Tell people what motivated you to start fundraising, why you chose to support Breast Cancer Now or why you're taking on this particular challenge.



ADD A FUNDRAISING SUMMARY

This will be what people see when they land on your fundraising page, or when you share it on social media. Writing a page summary is linked to a 36% increase in page value.

NOW IT'S TIME TO SHARE YOUR PAGE

Don't be afraid to share your JustGiving page far and wide, as often as you like! It will pay off in the end. The most popular way to share your page is through social media such as Facebook, Twitter and Instagram.

You could create a series of posts with different content about your fundraiser. Like why you're raising money for Breast Cancer Now, details of the event, and why it's a challenge for you.

GET FRIENDS AND FAMILY TO SHARE

Ask those who donate to you to share your page with details of their donation. JustGiving has share buttons for your sponsors to do this easily.

EMAIL

Send an email to your contacts list from your personal account. The more personal you make this email, the better.



SOCIAL MEDIA

Using social media to promote your event? Check out our **guide to using social media**.

CONTACT YOUR LOCAL PRESS

We can give you advice and press release templates so you can contact your local media to tell your story. They're especially interested in people who are taking on challenges with a difference, or have a personal story they're willing to share. Make sure they remember to include your JustGiving link in the article.

EMAIL SIGNATURE

Add your fundraising page link to your personal or work email so your contacts can't miss it.

INTRANET OR COMPANY WEBSITE

Ask your employer to post your story and link to your page on the company intranet or website, so your colleagues can read about your challenge and show their support.

MAKE BUSINESS CARDS

Creating business cards with your JustGiving link on is great if you're holding an event and can leave them on the tables, or if you're part of a club or group where you can give them out to the members.



BE PERSISTENT

Don't be afraid to put the ask out more than once, both on social media and in emails. Updating people on your progress is interesting for the people who have already supported you and a polite nudge to those who haven't. Many people mean to donate but then forget, so a little reminder can go a long way.

People who post updates get 8% more donations on average.

NEAR YOUR TARGET

When you're getting close to your target, it's a perfect time to post and ask people to help you get there. You can even give them a suggested amount to donate, for example 'I only have £100 left to reach my target. If five of you wonderful people can donate £20 each you can help me get there!'



PAY DAY

Sending your emails or posting on social media around pay day is the best time to catch friends and family while they have a few pounds to spare.

£500!

LARGEST DONATION FIRST

Naturally, people tend to base their donation amount on what others on the page have given. So if you know a friend or family member is going to make a larger than average donation, get them to donate first and it will set your page off on a high.

UPDATE YOUR TARGET

If you reach your target before the event, setting a new, higher target is a great way to continue to encourage people to donate – and give you a new goal to aim for!

DONATION DARES

Why not promise to complete a challenge or dare for a set donation, or if you reach a certain fundraising total by a deadline?

A fantastic example of this was a supporter who broadcast on Facebook Live. If people donated £5 she got a cream pie in the face and if they donated £10 she did a dare of their choice. This not only raised lots towards her target, but it was a fun way to engage her friends and family in her fundraising efforts.

KEEP YOUR PAGE UP TO DATE

Pages with regular updates raise 8% more on average. So make sure you post photos, update your story and let people know how your fundraising and training is going.

TRAINING

Many online pages can now be integrated with fitness tracking apps such as Strava or Fitbit, so you can let people know how you're getting on with training. This will show them how much hard work you're putting into the challenge and encourage more donations.

SHARING DURING OR AFTER EVENT

20% of all donations through JustGiving come after people have completed their fundraising event. So make sure you update your online page, email your supporters, and share photos and success stories on social media to remind those who haven't yet donated to do so. Or even encourage those who have to donate again after your fantastic achievement!

OFFLINE FUNDRAISING

Make sure you add any offline fundraising or donations to the 'offline total', so that all the money you've raised is captured in one place and you have an accurate running total. You can do this in the 'edit your page' section.

THANKING

There are many ways to thank your supporters to both make sure they feel appreciated and ask them to help you spread the word.

Personalise the thank you message that each donor automatically receives. You'll find the option to do this when you create your page. In this message you can express your thanks and also ask them to share that they have donated on social media or by emailing their contacts.

Posting on social media and tagging those who have donated is a great way to make them feel special, while subtly reminding those who haven't donated yet to visit your page.

On JustGiving you can directly reply to each donation on your page to say thanks – this also gets people coming back to your page more than once!



**THANK YOU FOR
SUPPORTING MY
CHALLENGE, IT
MEANS A LOT TO ME**

GET IN TOUCH

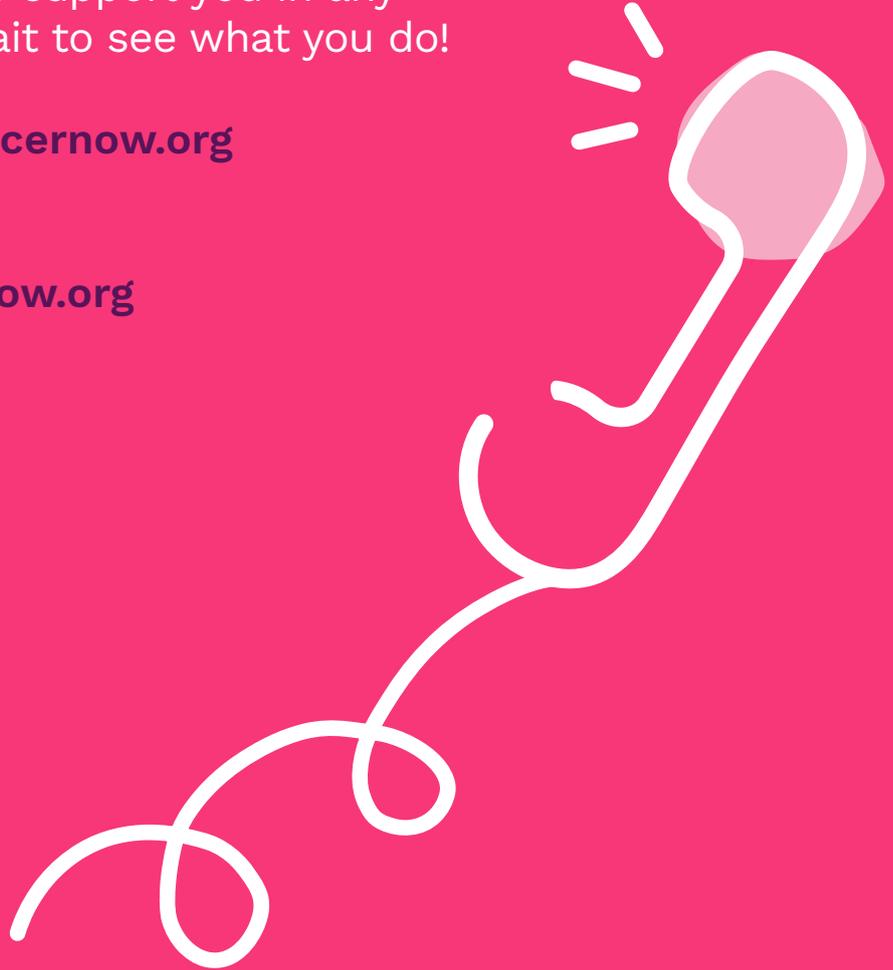
Whether you have any questions, would like to chat through any ideas or need some inspiration, we're here to support you in any way we can. We can't wait to see what you do!

community@breastcancernow.org

0207 025 2425

events@breastcancernow.org

0345 092 0804



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