

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's bank account.

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

IS GIFT AID WORTH IT?

Yes, we can automatically claim the 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 gifts are eligible for Gift Aid. Get in touch for more information.

Online fundraising platforms

There are a number of online platforms available, the main two our supporters use are:



Breast Cancer Now has accounts with both of these providers so you can find us by searching for Breast Cancer Now in the list of charities.

FIRST SET UP YOUR ONLINE

FUNDRAISING PAGE: JUST GIVING



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, please 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' at the bottom.

VIRGIN MONEY GIVING

- 1 Go to virginmoneygiving.com and enter a few simple details such as your name, address, a password and your contact preferences.
- 2 You'll then need to select the fundraising option that's relevant to you.
- 3 You'll then be directed to your very own fundraising challenge page! Here, you'll be able to enter a short description of what you're doing to raise money and the date or deadline you're doing this by.
- 4 On the next page you can search for Breast Cancer Now. Your chosen charity will appear under a 'Your selected charities' section at the bottom of the page.
- 5 At the bottom of the page click 'Create my page', and that's it – your fundraising page is now live!
- 6 For more information, you can visit Virgin Money Giving's advice page on how to set up a fundraising page.

DON'T FORGET TO PERSONALISE YOUR PAGE

Justgiving have done a lot of analysis on the difference page personalisation makes. Here are some of their top tips:

UPLOAD A PROFILE PICTURE

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



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 are taking on this particular challenge. **People who do this raise up to 74% more than those who don't.**



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 page far and wide, and many times! It will pay off in the end. The most popular way to share your online page is through your social media pages such as Facebook, Twitter and Instagram.

46% of traffic to Justgiving last year came directly from Facebook. Most online platforms have sharing buttons to make it really simple to share the link to your page.

You can send a series of posts covering different types of content such as why you are fundraising for Breast Cancer Now, details of the event itself, why it is a challenge for you and updates on how your training is going.

GET FRIENDS/FAMILY TO SHARE

Ask those who donate to you to share your page/details of their donation - 1 in 5 donation shares result in another donation. Most online platforms have share buttons for your sponsors to do this easily.

EMAIL

Send an email to your contacts list from your work account (if you are permitted) and 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

Breast Cancer Now can provide you with a press pack containing advice on how to contact your local media to tell your story. They are especially interested in people who are taking on challenges with a difference, or have a personal story they are willing to share. Make sure they remember to include your online page link in the article.



EMAIL SIGNATURE

Add your fundraising page link to your personal or work email so your contacts cannot fail to notice it!

INTRANET/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 online page link on is great if you are holding an event and can leave them on the tables, or if you are part of a club or group where you can give them out to the members.

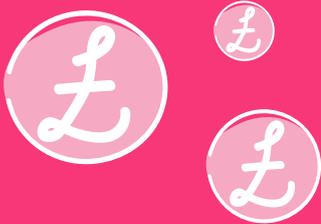


BE PERSISTENT

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.

NEAR YOUR TARGET

When you're getting close to your target, this is a great time to post and ask people to help you get there. You can even give them a suggested amount to donate e.g. I only have £100 left to reach my target. If 5 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 and 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.

Research has shown that 20% of all online fundraising pages raise 70% of all money online.

KEEP YOUR PAGE UP TO DATE

Pages that are updated regularly raise nearly 46% more than 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 are getting on with training. This will show them how much you are putting into the challenge and encourage more donations.

SHARING DURING/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 have 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 ensure they feel appreciated and ask them to help you spread the word.

Personalise the thank you message that each donor automatically receives. You will 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 via 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 have not donated yet to visit your page.

On some online pages 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
PAGE, IT MEANS
A LOT TO ME**

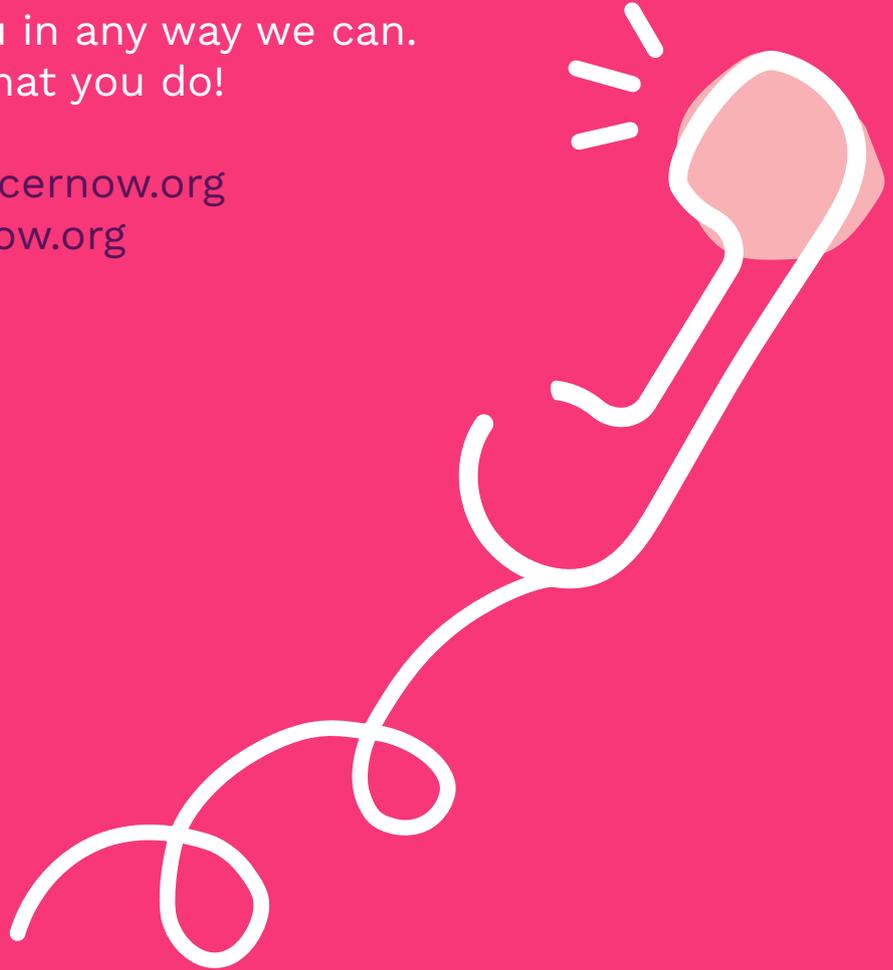
GET IN TOUCH

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

community@breastcancer.org

events@breastcancer.org

0333 20 70 300



BREAST CANCER NOW

The research
& care charity

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