

Fundraising Tips

Some top tips to promote your fundraising and online fundraising page!

Set up a fundraising page

You can set up a fundraising page on Virgin Money Giving or JustGiving – see our guides to setting up a page. We also have a Sponsorship Form which you can use for offline donations.

Add pictures and videos!

Fundraisers with pictures on their page tend to raise more money; you can upload up to 10 photos so use them to help tell your fundraising story.



Tell your personal story

An engaging story can make all the difference, so tell your story about why you are fundraising for Rainbow Living and what it means to you.

If you're challenging yourself with an event, let people know how much effort you're putting in; if you're celebrating something or someone, tell your supporters why.



Include a fundraising target

Pages with a target raise 46% more!

Show donors what their support will do

People love to know the impact of their giving, so if you can, tell them exactly how their donation will help.



Post updates regularly

Fundraising pages that are updated regularly tend to receive more donations; you can then share updates directly across social media.

Facebook

Share your fundraising page with your Facebook friends and ask them to like, share and donate. Connect with our Facebook page - **@rainbowlivingcharity**



Tweet your page

Tweet your link to your followers and ask them to retweet it. Don't forget to tweet using **@_rainbowliving**



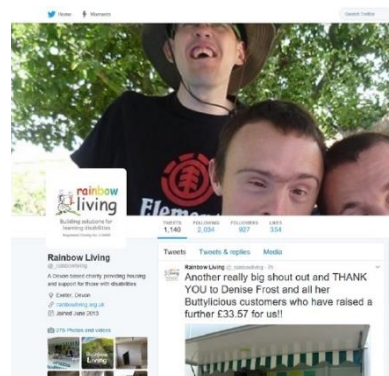
Instagram

Keep your followers on Instagram updated with what you're doing and connect with us **@rainbowlivingdevon**



Don't forget about email

There are lots of people – friends, colleagues and neighbours – who are not on social networks but would love to hear about what you are doing, so email them links to your online fundraising page.



THANK PEOPLE!

Saying **thank you** is really important - update the story on your page, send emails out to thank your donors, tweet and update your Facebook status to thank people as they donate. Let people know what their support has meant to you and what a difference it will make to the people we support.

Please do get in touch with us if you need more advice; we are more than happy to answer your questions and provide support.

THANK YOU FOR SUPPORTING RAINBOW LIVING!