

Setting up your online giving page



Whatever your challenge, we recommend setting up an online giving page.

Not only is this the quickest way to spread the word about your challenge, it's pretty simple to set up and it only takes about five minutes!

There are many sites to choose from, but the two most popular are:

JustGiving
(justgiving.com)

Virgin Money Giving
(virginmoneygiving.com)

Whichever website you choose it'll guide you through the process, but here's an example of how it goes down on JustGiving:

- 1 Head over to **justgiving.com** and click '**Start fundraising**'
- 2 Select the option to **fundraise for charity**
- 3 **Sign up** with your details, or **log in** if you already have an account
- 4 Search for **Tenovus Cancer Care**
- 5 Choose the **type of your event**
- 6 Choose your **unique web address**
- 7 Make your page your own with **info and pictures**
- 8 Save your page and **start sharing it far and wide!**



Don't forget to check out our online fundraising tips overleaf to maximise your fundraising!

If you need any help setting up your page, just call us on **029 2076 8863** or email fundraising@tenovuscancercare.org.uk

Fundraising for Tenovus Cancer Care Reg. Charity No. 1054015

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Online fundraising top tips

You've got your page all set up...now it's time to make the most of it!

1 Strike a pose

Fundraisers with pictures on their page raise 14% more per photo! If that's not a good excuse for a selfie, then we don't know what is...



2 Tell a story

An engaging story can make all the difference. Let everyone know why you're fundraising. People need to know why their donations matter, so tell them all about the difference they could make.



3 Set a target

Let people know how much you want to raise. This will help motivate you on your challenge, and pages with a target raise 46% more! Don't forget to add any off-line fundraising.



4 What's new?

Keep everyone interested by posting updates about your journey. Some people may forget to donate, so your regular updates will make sure you're still on their radar.



5 Be creative

Give people even more of a reason to donate. Promise to do something extra if you reach a milestone, like **"I'll dye my hair blue if I raise half my target by the end of the month!"**

6 It ain't over

Around 20% of donations come in after the event is over. Let everyone know how it went and how proud you are of your fantastic achievement!



Other ways to boost your fundraising

Matched Giving

Check whether your company offers a Matched Giving scheme which could double the amount you raise! It's tax-efficient for them and great for their corporate social responsibility.

Get in the press

Local media are always looking for interesting stories about what's going on in their community. Send a short press release to your local paper or radio station and let them know what you're doing! If you're not sure where to start, we can send you a template.

Remember to use #TeamTenovus and tag us in your social media updates:



facebook.com/tenovuscancercare



[@tenovuscancer](https://twitter.com/tenovuscancer)