

How to set up an Online Fundraising Page

You have decided what you want to do. Fantastic! Here are some helpful tips to power you on.

Giving Pages are the easiest way to get sponsored and raise money online whether you are fundraising on your own, as a business or even as a family. You can choose to start fundraising with the following sites –

JustGiving™

1. Click on 'Start Fundraising'
2. If participating in an organized event (e.g. the Belfast Marathon) look for the event in the "popular events" tab on the left-hand side of the page
3. Enter 'NI Chest Heart & Stroke' in the search box
4. Select 'NI Chest Heart & Stroke'
5. Enter your email address and click 'I'm new to this site' and continue using secure server
6. Follow the registration details for the site
7. Design your fundraising page, you might have a personal story to tell about a chest, heart or stroke related condition
8. Mention your event in your page title or personal story
9. Once you have completed all of the details on your fundraising page it can then be published and you'll be ready to receive online donations





Virgin is the easiest to use if you are fundraising for two charities.

To set up your fundraising page:

1. Choose 'fundraise' and select 'create a page'
2. Sign in using Facebook or set up an account
3. Enter the details of your chosen activity/ event or if you're creating your own event, select 'I'm doing my own thing'
4. Search your charity 'Northern Ireland Chest Heart & Stroke'
5. Select whether we helped towards the costs of your event
6. Finally select 'create my page'
7. To upload a cover photo – sign into your account, select your page and click 'change cover photo'



To create your fundraising page:

1. Click 'start fundraising' and select 'create my challenge'
2. Sign in using Facebook or create an account
3. Search your charity 'Northern Ireland Chest Heart & Stroke' and click on the us
4. Click on 'Your challenge' and select the relevant type of fundraiser and follow instructions
5. Title your page e.g. your name and upload a picture
6. You can add your target amount you want to raise
7. Add a personal message
8. Finally select 'publish'



With over 65% of the population currently using Facebook it has quickly become a key tool for fundraising and promoting events.

To create a fundraiser for a charitable organisation:

1. Click Fundraisers in the left menu of your News Feed
2. Click Raise Money
3. Select Nonprofit/Charity
4. Select or type Northern Ireland Chest Heart and Stroke
5. Upload a cover photo and fill in the fundraiser details – similar to Just Giving, make sure and put as much detail as possible into your description
6. Click Create

Helpful hints to give your fundraising a boost. It's going to be great!

1. Take a snap

Upload a profile picture is linked to a 23% increase in page value.



2. Tell your story

Explain why you are raising money, how you are doing it, and why the cause means so much to you.



3. Smash your target

Setting a target donation amount can result in a 45% increase in page value.



4. Add a summary

Give your supporters a quick snapshot of what you're doing and why. Doing this is linked to a 36% increase in page value.



5. Update your friends

Been out training or have some news about your fundraising? Posting updates to keep your friends interested can lead to an 8% increase in page value per update.



6. Share your page

Share your page on social media with all your friends and family. The more people that know about your fundraising, the more donations you'll attract.



7. Tick the 'Gift Aid' box

By ticking the Gift Aid box the Government adds 25% to your donations, at no extra cost to you!



8. Signatures

Work email signatures are a great way to spread the word about your fundraiser. Add what you're doing, your picture, and link your online giving page.



9. Include ALL donations

Make sure you include the donations you've received by cash and cheque so that all of your efforts can be seen.



10. Ask friends, family & colleagues

Asking someone to be the first to donate can be hard but once you get a good amount then many tend to follow.



11. It's all over...or is it?

Once you've completed your event, don't delete your page straight away, give it a few weeks as a lot of donations can come in.



Donations are subject to % charges from the provider and card fees may be applicable.