

# How to set up an Online Fundraising Page

## 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 organised 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 shared through your social media pages, Whatsapp and even as your email signature and you'll be ready to receive online donations.



## To create a fundraiser for NICHS:

On a desktop or laptop or mobile phone browser:

1. Go to Facebook.com and login to your account.
2. Go to [www.facebook.com/fund/NorthernIrelandChestHeartandStroke/](http://www.facebook.com/fund/NorthernIrelandChestHeartandStroke/).
3. Enter your fundraising target, select the correct currency, and choose your end date for your fundraiser.
4. Enter a Title for your fundraiser and fill in why you are choosing to fundraise for us - include your own personal story if you have one.
5. Upload a photo under 'Cover Photo' if you wish, or use the preselected one.
6. Click 'Create'.

In the Facebook Mobile App:

1. Click on the Menu button.
2. Scroll down and click on 'Community resources'.
3. Tap on 'Fundraisers'.
4. Tap 'Create Fundraiser'.
5. Search for and select 'Northern Ireland Chest Heart and Stroke'.
6. Upload a photo if you wish and fill in your fundraiser title and description - include your own personal story about why you are supporting us if you have one. Enter your goal amount, currency and end date.
7. Click 'Create'.

## Setting Up A One-Click Facebook Fundraiser

If you have signed up for one of our HQ events, or a larger third party event such as the Belfast City Marathon, please check your welcome email from our events team to see if we have already sent you a link to set up a one-click Facebook fundraiser. All the details will already be included for you, you simply have to click on the link that we have emailed to you, log into Facebook and your fundraiser will be set up for you automatically!

## 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.

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