



The Dorothy House guide to...

Fundraising online



**DOROTHY
HOUSE**
Hospice Care



getting started

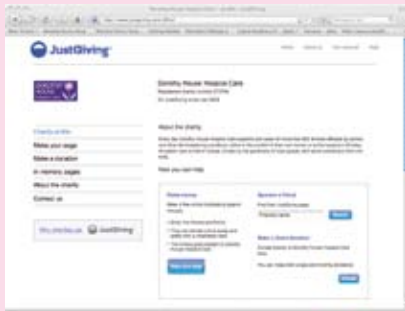
Online fundraising sites such as **JustGiving** and **Virgin Money Giving** allow you to raise money online in a simple and fun way. You can create your own page, upload photos, add your personal story and even choose the colours - all of which maximise your fundraising potential.

Once your page is set up you can e-mail a link to all your friends and family, telling them what you're doing and why, so they can make a donation using a credit or debit card. This allows you to contact all those people you don't see very often so they can support you too!

The websites process the money, collect any Gift Aid and automatically send all the money to Dorothy House.

Once your event is over you don't have the hassle of having to collect your sponsorship in person – just let us know when all the money is in and we will send you a letter of thanks!

To create your own fundraising page, follow the on-screen instructions on either the **JustGiving** or **Virgin Money Giving** websites:



www.justgiving.com/dhhc

www.virginmoneygiving.com/charities/dorothyhouse

best of luck with your fundraising!

make the most of your page

by trying as many of these ideas as you wish!

1

Personalise your page

Tell your own story so people know why you are doing what you're doing. Finding out your reasons will mean they will be more likely to donate!

2

Add photos

Upload pictures and videos to make your page more fun and engaging. Keep it updated in the build up to your event and afterwards so everyone can check out your progress.

3

Friends and family

Ask your closest friends and family to sponsor you first. They are usually the most generous and will set a precedent for others to follow!

4

Tell everyone about your page

E-mail/text your page link to friends, family, work colleagues, friends overseas, football team etc, making sure to personalise your message in an engaging way. Add your link to your e-mail signature to raise awareness of what you are doing.

5

Publicise your page

- Ask your employers to feature your page on their intranet or magazine and also put a link from their website to yours
- Do your employers offer matched funding?
- Put up posters in your gym, workplace, school or similar



6

Social media

- Share your page on Facebook using the widget and badge applications. Create a group and invite all your friends to join so they can hear your progress. Update your status with news periodically to jog people's memories. You may then get donations from people you haven't seen in ages!
- Create a blog or put updates on Twitter



7

Press

Get in touch with your local paper, magazine and radio station to let them know what you are doing, who you are doing it for and why. Give them the link to your fundraising page so they can publicise it, which allows readers and listeners to sponsor you easily

8

Follow up

Be persistent and send e-mail updates with your progress to remind people of what you are doing. After the initial direct ask you can also use indirect ways of jogging their memories: e.g. wearing your Team Dotty T-shirt or running vest at the gym.

9

Thank people

Fundraising websites automatically thank your donors. If you edit this standard message and also send a personal e-mail, this will show that you have seen their donation and it means a lot to you.



10

Continue fundraising after your event

Donations still come in after you've completed your event so keep fundraising! Send out an update of how you did once you've finished and include a final appeal.