

# LET'S FUNDRAISE

## 10 Top Tips for Creating Your BEST Fundraising Page

Raising money online is a fantastic, easy way to collect donations. Read our top 10 tips for fundraising online.

01



### Create Your Personalised Fundraising Page

JustGiving (other platforms available) allows you to create your own page. People can donate, leave you a supportive message, and the money raised, including any Gift Aid, is sent directly to YMCA Milton Keynes & Northamptonshire, super easy, hassle-free fundraising.

02



### Personalise Your Page

Once you have created your page, let's bring it to life! The photo on your page is the first thing people will see, so adding a photo of you will connect your supporters with your fundraising (and reassure them they are on the right page).

03



### Your Why for the 'Y': Tell Your Story

Your supporters want to know what you are doing and why you are fundraising for YMCA. Make sure your page tells your story; it doesn't need to be long but will really help supporters understand how important their support is.

04



### Tell People How Their Donations Will Help

Your fundraising plays a vital role in ensuring that YMCA Milton Keynes & Northamptonshire continue to provide a safe place to call home for young people and support from people they can trust. Together we want to end youth homelessness one £ at a time.

And don't forget to share with your Employer, some employers offer match funding a brilliant way to boost your fundraising even further and get colleagues involved in supporting your fundraising too!

05



### Set a Fundraising Target

You may have a fundraising target set for the event you have signed up for, but if not, it is a great idea to set one. A target can be really motivating, not only for you, but also your supporters. They might donate that little bit extra if they know it is going to get you to 100%.

And did you know, you can increase the target? Reach for the stars, the more you raise, the more young people you help to lead happy, healthy, and independent lives.

06



### Get Snapping!

Adding photos and videos to your page helps boost engagement and really brings your fundraising to life, e.g. if you are training for an event or organising an event people are coming to.

07



### Don't Forget to Add Your Offline Donations

Any donations or sponsorship collected offline can be added and contributed to your overall total.

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### For Those of You Taking On a Challenge Event

Link your Strava or fitness tracking app. Training photos, miles and hours put in, all help supporters understand the effort you are putting in to support others.

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### Share, Share, Share!

Don't be afraid to keep sharing, through your social media and don't forget WhatsApp and email too.

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### Saying Thank You

Did you know up to 20% of donations for challenges, for example, come in after the event. Every time your page receives a donation, an automatic thank you will be generated, but why not follow up again with those who have previously donated, with a further thank you.