



# CAMP OUT FOR CONCERN

## Top Ten To-dos for Successful Online Fundraising



### 1. PROMOTE YOUR SELFIE

Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a #selfie.



### 2. TELL YOUR PERSONAL STORY

Tell people why you care. Tell your story about why you are fundraising, people respond to a personal story much more than generic text.



### 3. SHOOT FOR A TARGET

Pages with a target raise 46% more. Aim high and tell the world.



### 4. PEOPLE TEND TO MATCH WHAT HAS ALREADY BEEN PLEDGED

So send your donation page to those who will be most generous or kick start things yourself by doing an anonymous donation.



### 5. DON'T FORGET TO SHARE

Sharing on Facebook, Instagram and other social media platforms and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing. You can also use our premade social media post imagery to share online! Encourage people to sponsor you or sign up themselves.



### 6. ADD A VIDEO OR LIVESTREAM

Add a video by adding a YouTube link to your JustGiving page. Videos really help tell your story and why the cause is so important.



### 7. ADD AN EMAIL SIGNATURE

Add your online fundraising page as a link on the bottom of your email signature with a brief explanation of why you are taking on the challenge.



### 8. UPDATE YOUR PAGE

Let supporters know how you are doing by updating your page often, they will enjoy following your progress.



### 9. ENCOURAGE OTHERS

Convince your friends to take part and raise money as well... as it makes the experience more fun! Be persistent, people may not sponsor you the first time you ask so send an occasional reminder.



### 10. IT'S NOT OVER 'TIL IT'S OVER

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

**And don't forget to say a big thank you to everyone who sponsored you!**

**CONCERN**  
worldwide

ENDING  
EXTREME POVERTY  
WHATEVER  
IT TAKES

**FR** FUNDRAISING  
REGULATOR

