



# WATER FOR GAZA APPEAL

## EVERY DROP COUNTS

### Top ten to-dos for successful online fundraising



#### 1. CREATE A TEAM FUNDRAISER FOR YOUR COMPANY AND ADD A TEAM PHOTO

Fundraisers with pictures or videos on their page raise 14% more. A perfect excuse for a team selfie!



#### 2. TELL YOUR STORY

Tell people why you care and are supporting the appeal. People respond to a personal story much more than generic text.



#### 3. SET 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 kickstart your fundraising by making an anonymous donation to your page.



#### 5. DON'T FORGET TO SHARE

Sharing on LinkedIn, Facebook, Instagram and other social media platforms and WhatsApp raises more. Promote your company's support of the appeal and encourage others to get involved.



#### 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 usual email signature with a brief explanation of why you are supporting.



#### 8. UPDATE YOUR PAGE

Let supporters and peers in other organisations know how you are doing by frequently updating your page. They will enjoy following your progress.



#### 9. ENCOURAGE OTHERS

Speak to your contacts and tell them why your company is involved. Read our online FAQs so that you will be able to answer any queries they may have.



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

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

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

**CONCERN**  
worldwide



FUNDRAISING  
REGULATOR

