

Make a Justgiving fundraising page!

It's the fastest, easiest, and cleverest way to raise money!

Make a page and share it online with your family and friends. Anyone can donate with a credit/debit card from anywhere in the world. Justgiving sends your donations straight to us and reclaims Gift Aid automatically on our behalf.

Make a page

1. Go to www.justgiving.com/mag/raisemoney and click 'create your page'
2. Choose your event, or another type of page and click 'select'
3. If you're new to Justgiving, enter your email address
4. Fill in your details and choose a password
5. Choose a web address for your fundraising page and click 'create your page'
6. Go to your account and personalise your page with a message, image and target

Make the most of your page

The following tips should ensure that your page is as effective as possible in raising big money:

- Spend a little time in making your page as interesting as possible, something that will make an impact on your recipients. Make sure you use a photo and include some information on MAG in your message, visit www.maginternational.org for inspiration.
- Rather than emailing all your contacts straight away with your page address, send it firstly to a select list of contacts who you can rely on to donate a generous amount. Future sponsors tend to match what has already been pledged, so the higher your initial donations, the more you should raise overall.
- Instead of emailing a simple web link to your JustGiving page, use a JustGiving widget. The widget has a little graphic that automatically updates whenever someone makes a donation to your fundraising page. The widget links directly to your fundraising page so your contacts can easily visit to add their own donation. To set up your widget, visit your own page and click on "promote this page" (under the fundraising thermometer). Then click on "grab a fundraising widget" and simply copy the code provided onto your site to see the widget appear. Your widget can also be placed on blogs and web forums.
- Email your widget to all your email contacts – personal and work-related, in the UK or overseas.
- Mention the benefits of giving online in your email, especially that an extra 28% in Gift Aid is automatically added to donations made by UK taxpayers.
- Change your email auto-signature to include your widget or page address so that every email you send out promotes your event and catches people's attention.
- Use your company's communication vehicles (corporate newsletters, Intranet sites, message boards etc) to publicise your event and your JustGiving page.
- If your local paper or trade publication carries an article promoting your event, make sure it includes your page address.
- Keep your supporters in the loop. Send them an occasional email to let them know how your training is going, and how much sponsorship you have raised.
- Don't stop after the event! 20% of all online donations come in after the event has taken place. Tell everyone how it went, put a photo of you crossing the finishing line on your page, update your blog, let everyone know the nasty recovery stories! This will mean that those who have yet to sponsor you no longer have any excuse to drag their heels!

The friendly Justgiving helpdesk can answer any questions - just email help@justgiving.net

www.justgiving.com/mag/raisemoney