



# Top Hints and Tips for Fundraising

Whether you're running a marathon, jumping out of a plane, or hosting a bake sale - every penny you raise for GBSS is vital. These are our top tips to help you fundraise successfully.

Setting up a JustGiving page and promoting it using social media is **quick, easy** and **very effective**.

You can instantly reach a wide audience who can donate in a simple and secure way; people can sponsor you **anywhere, anytime!**

## Set up your page

A JustGiving page is easy to set up and are a great way to communicate your fundraising progress to your friends, family and colleagues.

We recommend JustGiving, which gives plenty of handy tips to help you personalise your page with text and photos to really tell your fundraising story.

For more information: <https://www.justgiving.com/gbs>

## Stand out from the crowd

- The key to successful online fundraising is to make your page stand out.
- Tell people why you are fundraising and if you can use photos or a video.
- Keep it simple. People are more likely to donate if they know where their money is going, so include examples of what Group B Strep Support could do with the money to encourage your donors to give the little bit extra.



## Promote your event using social media

Social Media sites provide a fantastic way of sharing your online fundraising page with everyone you know, and their friends! Don't be shy, shout about what you are doing. Many people will want to help you once they know what you are doing, and the main reason people give is simply because someone asked. Remember to tag us in your photos on Facebook, Twitter and Instagram.



## Email your friends and family

It's a great idea to email your family and closest friends first and ask them to be the first to donate. An empty page can be a little intimidating, have a couple of donations on the page should encourage other supporters. People tend to match the amounts already listed on the page, so do target your most generous supporters first!

## Put your page address in your email signatures

Adding your web address to your email signature is a quick and easy win in terms of getting your page out there. You can just add a hyperlink, or you can use one of our 'sponser me' badges. It only takes doing it once and then every email that you send out will be raising more awareness of your fundraising and attracting more donations.

## Share your story with the local press

Never underestimate the power of local media, they can be a huge help. They want stories about what's going on in your area, and you want as much support as possible. Everybody wins! Just send a simple press release to a local paper, radio or TV stations and if you need help just shout and we have one already prepared.



## Company support

Lots of companies run a Matched Giving scheme, which double the amount you raise. Find out if yours is one of them - and if not, why not suggest they do? Work colleagues might even help boost your funds by joining your activity or sponsoring you. Just think if you know 20 people who each could help to raise a fiver, then you already have £100.

## Collecting donations offline

You may like to raise donations offline that you can pay into your fundraising page with or send to us directly, that way people have options of how they can donate. Please get in touch if you would like to receive a sponsorship form from us.



## A thank you goes a long way

Don't forget to send a thank you message to your sponsors. They'll really appreciate it. Whilst building your fundraising page you can create a personal thank you message that will be automatically sent to your donors from you. You can update the story on your page, send emails out to your donors, tweet a thank you and update your Facebook status. Let people know how your fund

raising went, just what their support has meant to you and what a difference it will make to your charity.

## Keep fundraising after your event

Just because your fundraising event has finished it doesn't have to mean your fundraising has. Some 20 per cent of all donations through JustGiving come in after people have completed their fundraising event when they see just how well you did! Update your page and email your supporters with news of your success.



## Don't forget that Gift Aid counts

Gift Aid allows charities to claim the basic rate tax, 25p, on every pound donated. If someone donated £100 to your fundraising, then it means that they could be giving us £125. Giving under Gift Aid means that so much more money can be raised at no extra cost to our donors. If you have set up a Just Giving page, then they will claim the gift on our behalf but for all offline fundraising please ask us to send you a gift aid declaration form.

## Let us help you

It's vital you can provide information or answer questions from sponsors about Group B Strep Support and what donations will be used for. Have a look at our website: [www.gbss.org.uk](http://www.gbss.org.uk). We have a dedicated team ready and willing to support you with things to think about and fundraising materials, so please give them call on **0330 120 0796**.