

JustGiving- how to make the most of your page



If you've decided to set up an online sponsorship page with JustGiving you've already made a great start to your fundraising efforts for ShelterBox. It's a quick, easy and incredibly convenient way of raising sponsorship for your event and will make your sponsorship target a lot easier to reach! It's secure and unlike traditional methods of collecting sponsorship, is an extremely easy way of collecting sponsorship off friends and family who may not live in your area.



On top of just the basics, there are other ways in which you can make sure that your JustGiving page is as effective as it can possibly be. Below are some pointers which should help you on your way:

- Make your just giving page **as interesting as possible**. A humorous or emotional theme might make your page more noticeable and engaging. A photo will make the page look more interesting and picking a photo that fits the nature or theme of your event or challenge is also a good idea. A little bit of information about ShelterBox never goes amiss either!
- You may be tempted to email all your contacts straight away with your web address but it's always a good idea to first send it to just a select group of people who you know will **sponsor you a generous amount**. People generally tend to match what has already been pledged, so the higher those first few pledges are, the higher your overall total will end up being.
- **Widget it!** Emailing friends and family a simple web link to your page is a great way to spread the word about your event. However, using JustGiving **widgets and badges** are affective too! Confused as to what these are? A widget is a graphic link like the one on the left of this page that automatically updates whenever someone makes a donation. A badge is simpler but is eye catching and can be added to your outlook signature. Both widgets and badges automatically link to your donation page so it's easy for your contacts to donate. Click on [widget or badges](#) to add your own.
- **Email everyone you know**. Using your own email address to do this will be more effective as people will be more likely to open an email if they know who it is from.
- Share your JustGiving page on your **Facebook page**. This means that everyone who looks at your Facebook page will become aware of what you're doing. Click on [Facebook app](#) to do this.
- **Talk about gift aid**. Gift aid is invaluable to charities as it means for every £1 donated by a UK tax payer, we can claim an extra 25p from the government. This will be automatically added by those giving online.
- If your local paper publicise your event, make sure they **include your web address**.
- **Be persistent and keep your supporters updated!** People may not get round to sponsoring you the first time you ask them so keep sending the **occasional reminder**. For those who have sponsored you, keep them updated as to how your planning/ training for the event is going.
- **Keep going!** Around 20 percent of all online donations are given after the event has taken place. Make sure everyone knows that you completed the event and how you did and a little extra should come rolling in.