

Creating your Compassionate Online Page

We are so pleased you have chosen to support Compassion by creating an online fundraising page to help raise as much money as you can for our work for farm animals.

To get you started some good websites for raising money and spreading your message are:



But where do you start? If you're not a social media guru it's not easy to know how best to ask people to support you on different social media sites as they all have their own little quirks. This guide should help you with all the if's, how's and but's' and remember the Supporter Services Team are just a phone call or email away should you need any further help.

Making an online fundraising page can take as little as 60 seconds and it's FREE!

Just visit www.justgiving.com or www.virginmoneygiving.co.uk and search for Compassion in World Farming. If you're new to the site you will need to enter your email address and complete your details as well as choose a password.

Once you have decided on how you are going to raise funds for Compassion then you can complete creating your page by personalising any messages and adding pictures.

Top Ten Tips

If you've already asked your close friends and family for donations, but are still short of your fundraising target social media is a powerful way to get your story and your fundraising page to a potentially unlimited audience.

- 1. Keep your message personal** - The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate.
- 2. Add photos and video** - Personal photos make your page much more engaging. Even better — add your own YouTube video. It gives you lots of scope to be funny, imaginative and compelling and gives your supporters a good reason to send your page on to their friends.

Take photos of your training or event and share these on sites like Flickr or Picasa. Show people what you're doing and why they should support you. Don't forget to link to your page to your fundraising site and share photos with Compassion so we can help promote you too.

- 3. Tell everyone about your page** - Before you email your entire address book ask your closest friends and family to donate first. An empty page can be a bit intimidating so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones all the better!

Handy hint: Update your Facebook status with your Justgiving link so all of your friends see your link in their News Feeds. For an extra push you can even post your link on their walls.

4. Publicise your page - When you share your page on Facebook and other social media sites don't forget to let Compassion know too so we can add your story to our website.

Ask friends to 'donate' their Facebook status update to you. Via their statuses, you can reach people you might not know.

If using Twitter why not ask your followers to 'retweet' your link so it reaches their followers too (remember: the shorter your tweet, the more retweet-able it is). You can also use Twitter to share your JustGiving page – write what you're doing and why people should sponsor you, in the shortest sentence possible.

5. Put a link in your email signature - Add your fundraising page's web address to your email signature. That way every email you send raises awareness of your fundraising and attracts more donations.

6. Keep your page up to date - Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends.

7. Send a follow-up email - Be persistent. It takes more than one round of emails to reach your target. You know what it's like - people mean to donate but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.

8. Personalise your thank-you - You can edit the thank-you email that is automatically sent to people who donate by logging in to your Virgin Money Giving or Justgiving account and going to 'Edit your thank-you message'. Make sure you encourage people to send your page on to friends who might be interested in sponsoring you.

9. Contact your local media - A few lines in the local paper or an appeal on your local radio station can really help. By going straight to your JustGiving page, readers and listeners can sponsor you really easily. Contact Supporter Services for more information on how to contact your local press.

10. Keep fundraising after your event - Around 20% of donations through Virgin Money Giving and JustGiving come in after people finish their event. So keep fundraising once you've crossed the finish line - it's a good chance to email an update and a final appeal!

Bonus Tip – HAVE FUN!

HOW WE SUPPORT YOU!

If you need extra support and advice, Compassion's dedicated Supporter Services team is just a phone call (or email) away.

So please, contact Hayley, Tor and Rosie in the Supporter Services Team!

TEL 01483 521 953
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OFFICE OPENING HOURS
Monday – Friday 9am – 5pm