

# How to create a successful online fundraising page



**The Sick Children's Trust**

we're here, so you can be there

Registered Charity No. 284416

Here are our top tips for creating your online fundraising page. The Sick Children's Trust is registered with JustGiving, Virgin Money Giving and BT MyDonate.

## Arrive early to the party



It's been shown that online fundraising pages created at least three months before an event will raise more money than those which are set up closer to the activity date.\*

## Let your supporters know why you're fundraising



Adding why you've chosen to become part of #TeamSCT and fundraise for The Sick Children's Trust will engage your supporters. You could also add that it costs £30 to support a family for one night so people know where their donations are going. This might also prompt donations of around that figure.

## Use a mobile app



Apps are a great way to keep on top of your fundraising at all times and to instantly know who has donated. Some apps will even make a noise when you receive a donation! This makes it easier to say a big thank you.

## Set a fundraising target



Your supporters will want to help you reach your fundraising target, so make sure you do set one. Analysis has shown that just having a target on your fundraising page can increase money raised by up to 45%.\*

## Upload a profile picture



Use this as the perfect excuse for a selfie – fundraisers who use a profile picture on their online page raise up to 23% more than those who choose not to.\*

## Post updates and photos



Update your supporters with news and photos from your fundraising journey as they'll want to know how you're getting on.

Hit a fundraising milestone? Post a photo. Struggled with your last run? Let your supporters know. Are there just a few days until your event? Post an update. You never know, they may even give you an extra boost!

Don't forget to share your page link with family, friends and colleagues! You can include this on your social media or even add it to your email signature.

If you'd like to speak to our friendly team about your fundraising, please email [fundraising@sickchildrenstrust.org](mailto:fundraising@sickchildrenstrust.org) or call **020 7638 4066**.

\*Figures taken from JustGiving

Find out more about us and our work

Visit [www.sickchildrenstrust.org](http://www.sickchildrenstrust.org) or call **020 7638 4066**

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