

# Cashing In On Your Online Fundraising



**roundabout**  
YOUR LOCAL YOUTH HOUSING CHARITY

From Just Giving, to Virgin Money Giving to Facebook, here are some tips to help you make the most of your fundraising page.

## Tell Your Story

Start by personalising your page, let people know why you are fundraising for Roundabout and what our charity means to you. Add pictures of yourself, so your friends and family can see whose page it is. Making your page stand out and take on your personality can make all the difference when people are donating!

## Setting Your Target

Setting a target will not only help you to encourage your supporters to help to get you there but it will also motivate you in wanting to see the donations mount up! You can share updates when you hit mile stones such as half way.

## Let Your Contacts Know

Tell your friends and family what you are doing and ask for their support. Whether you give them a call, drop them an email or send a text, make sure you keep it light and friendly! No one wants to be the first to donate to an empty fundraising page, but your nearest and dearest will be more than willing to donate before anyone else!

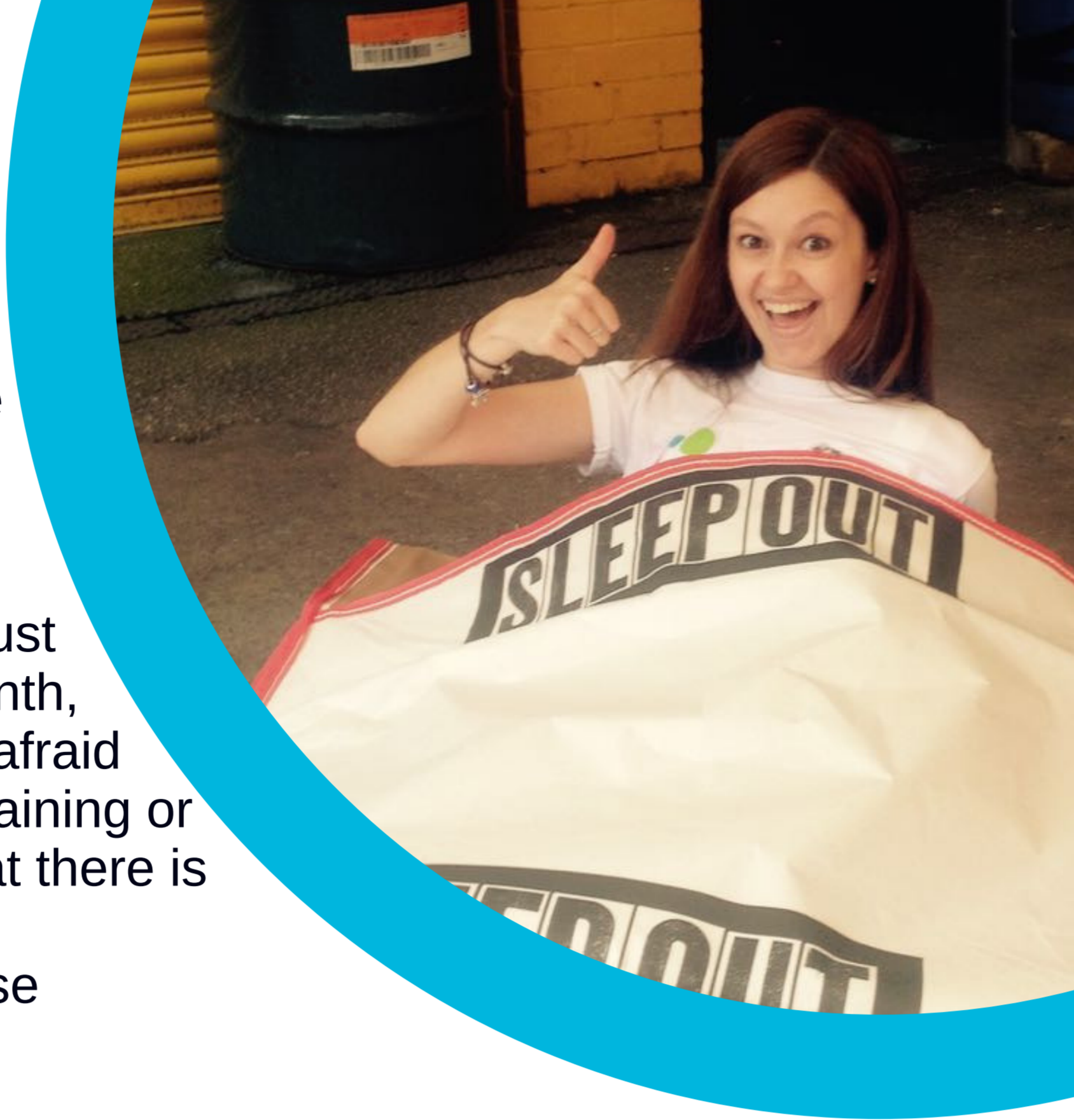
## Print It Out

Why not print out your fundraising page and put it up in the kitchen at work! It will look like a poster and remind your colleagues to donate each time they make a cup of tea!



## Post, Tweet and Share

After you have let your key contacts know about your page and you have a few donations, share your fundraising page with everyone you know. Post the page across your social media pages, email your team at work, ask at your child's sports team or your community group. Post your page wisely such as just after PayDay, the 1st or 15th of the month, to attract the most donations. Don't be afraid to keep your friends updated on your training or donation progress and remind them that there is still time to donate. Don't forget to tag @RoundaboutSheff in your post and use #EndYouthHomelessness.



## Get Creative

Create a signature for your work or personal email, so each time you send a message, your page is there as a reminder to everyone who you send an email to.

## Ask Your Boss

Ask at work to see if you can post your page on the website or staff intranet. Companies quite often like to show that their staff are raising money for charities - they may even share your page on their social media pages for extra donations. Some employers also offer Match Giving, where they match what you raise - this can help you reach your target quicker or double your original goal!

## Keep It Going

Don't forget to share your fundraising page after your event, showing everyone that you have completed your challenge. Update your page and send some pictures of your success. Now is the time to say a HUGE thank you to everyone who has supported you too and remind those who haven't that there is still time to do so.

Fundraising pages will automatically close after a certain amount of time, you can change this under the page settings. It can take a few weeks for your funds to make their way to the Roundabout bank account. Please let us know if you think there has been an error or we have not used your most up to date total.

