



Advocating for people with type 1 diabetes around the world

14 Tips for Online Fundraising

1. Set a Target, Tell a Story

Make sure your fundraising page explains your motivation in a clear, compelling, concise way. Tell people what your fundraising target is and what their contribution will help achieve for your charity. Talk about your progress through a blog, social media, or share updates directly on the fundraising page.

2. Step by Step

Set yourself small weekly fundraising targets rather than thinking about a daunting total target. Don't forget, you can raise funds offline (like in the office) and add them to your online total.

3. Family First

Ask close friends, family or colleagues to donate on your page first. If you know someone might give a larger donation (\$50 instead of \$10, for example), ask them to donate early so that other people might be inclined to match their generosity.

4. Timing is Key

If possible, time your donation request (emails or in-person asks) until right after payday.

5. Put it in Context

Add some perspective around a suggested donation. For example, a \$10 gift might mean they are just missing a take-out dinner.

6. Tell Everyone, Everywhere

Get friends and family to spread the word about your fundraising too – they'll be keen to help you get more sponsors. Mention your fundraising in your answerphone message, email signatures, notice boards, anywhere you can!

7. Email is King

People still care about and respond to emails, often more than if you are just posting about your fundraising on social media. One online fundraiser said, "Within 20 minutes of sending the first email I had 5 donations, and another 5 by the next morning. And the average gift was larger."





Advocating for people with type 1 diabetes around the world

8. Make it Personal

Make sure that you send a personal email to as many people as possible. It might take a little longer than sending a generic email to 50 people on your list, but if someone knows you are writing just to them, they will be much more likely to engage with your fundraising.

9. Ask Again

Be persistent! It is not bothering people to send a reminder email about your fundraising a few weeks after the first email. Many people intended to donate the first time, but they forget and genuinely need the reminder. If you don't ask, you won't get!

10. Use Photos and Media

We all know photos get more 'likes' on social media with images. The same goes for your online fundraising. Try recording a short video of yourself celebrating a milestone or thanking your donors. You'll get you more clicks and more donations.

11. Contact Local Press

A little exposure such as a few lines in the local paper or a spot on your local radio station can really help, plus it raises awareness about the cause.

12. Reward Donors

You can commit to doing something wacky for each goal you meet, giving your donors more motivation. For example, say you will record yourself singing karaoke to the song requested by the top donor, or you'll wear a wig to work if you raise \$500.

13. Think about Motivations

Take a little time to really think about who your audiences are and what makes them want to give. Then draft your communications to resonate with them.

14. Say Thank You!

This is obvious, but saying thank you is super important because it lets people know how your fundraising is going, what their support means to you and what a difference it will make. The 'thank you' could be public (a video or photo) as well as personal (in person or over email). It might encourage them to give more or to tell someone else about your fundraising.

