



Our top tips to help you fundraise online

Thank you for choosing to support Kidney Wales. Here are some top tips that will help with your online fundraising.

Get Personal

Always tell your story on your fundraising page. People like to know the reason you are fundraising for Kidney Wales and why supporting the charity is so important to you.



Show Your Face

If you want people to take notice of your fundraising page, be sure to include a good photograph. You can also continue to upload photographs during your training for your particular challenge.

Get Cunning

People will always look at previous donations for a guide of how much they should donate. So... sponsor yourself first and ask close family, who you can rely on to give a 'substantial' donation, to be the first donors on your page. You usually find all other donors will then follow.

Challenge Yourself

Set a target. If you announce to your friends and family that you are aiming for a specific amount you are more likely to reach it. 60% of people even exceed it.



Kidney
Wales



Aren
Cymru



Ask

People won't know about your online fundraising page unless you tell them. Generally, friends, family and colleagues are more likely to sponsor you if they receive a personal request. Send a personal email to them, timed to hit their inbox on pay day. Try and inject some humour into your request. Don't forget to add your online page address to your email signature so that it is added to every email you send even to those people you are not targeting directly.

Be Persistent

Don't get downhearted if people have ignored your first attempt of communication – on average it takes three requests for someone to sponsor you. So keep a note of who hasn't sponsored yet and don't be afraid to ask again. Don't forget to thank them too.

Share Updates

Keep your online fundraising page updated. Tell people how you're getting on with your training or let them know how else you are planning on raising funds. Those fundraisers who update their page raise 4x as much as those who don't.

Tease

One of the most effective tactics is to promise a reward to your supporters if you meet your intermediate goals. For instance, you could promise to take part in your challenge in fancy dress if you hit the £250 by the end of the week.

Social Media

Use the 'What's on your mind?' box at the top of your News feed to promote your fundraising. Update it regularly. Always add the address of your online fundraising page. You could also share your fundraising page with your twitter followers.

Get Picky

Select and segment your audience when sending out communications about your online fundraising. Don't forget those in your email address book who don't have facebook or twitter. Fundraisers who email more (with carefully constructed requests) always raise more.