

JUST GIVING TOP 10 FUNDRAISING TIPS 1 - 5

BOOST YOUR ONLINE FUNDRAISING WITH
THEIR HANDY RECOMMENDATIONS



1. PROMOTE YOUR SELFIE

FUNDRAISERS WITH PICTURES OR VIDEOS ON THEIR PAGE RAISE 14% MORE PER PHOTO. A PERFECT EXCUSE FOR A #SELFIE AND MAKE SURE TO TAG #TEAMVETERANSGROWTH

2. TELL YOUR PERSONAL STORY

WHY DO YOU CARE? TELL YOUR STORY ABOUT WHY YOU ARE FUNDRAISING FOR VETERANS' GROWTH.

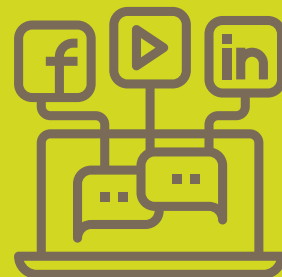


3. SHOOT FOR A TARGET

PAGES WITH A TARGET RAISE 46% MORE. AIM HIGH AND TELL THE WORLD.

4. DON'T BE AFRAID TO SHARE

SHARING ON FACEBOOK, SOCIAL MEDIA AND WHATSAPP RAISES MORE. DON'T BE AFRAID, PEOPLE WANT TO HEAR ABOUT THE GOOD THINGS YOU ARE DOING AND SO DO WE!



5. DON'T FORGET ABOUT EMAIL

THERE ARE LOTS OF YOUR FRIENDS, COLLEAGUES AND NEIGHBOURS WHO ARE NOT ON SOCIAL NETWORKS BUT WOULD LOVE TO HEAR ABOUT WHAT YOU ARE DOING.

Please don't hesitate to contact the fundraising team at fundraising@veteransgrowth.org if you'd like our advice or help with your online fundraising.

THE MAJORITY OF THIS WORDING HAS BEEN TAKEN FROM JUSTGIVING.COM

<https://www.justgiving.com/fundraising/tips/top-10-fundraising-tips>



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6. ADD A VIDEO OR LIVESTREAM

ADD A VIDEO AS A COVER PHOTO BY ADDING A YOUTUBE LINK. VIDEOS REALLY HELP TELL YOUR STORY AND WHY YOUR CAUSE IS SO IMPORTANT. YOU CAN ALSO LIVESTREAM DIRECTLY ON YOUR PAGE TO SHOW HOW YOU ARE RAISING MONEY

7. LET THE CHARITY KNOW

PLEASE TELL US ABOUT YOUR FUNDRAISING SO WE CAN HELP YOU SPREAD THE WORD. BY LETTING US KNOW YOU HAVE SETUP A FUNDRAISING PAGE WE MAY BE ABLE TO SHARE TO OUR SOCIAL PAGES AND THROUGH EMAIL.



8. UPDATE YOUR PAGE

LET SUPPORTERS KNOW HOW YOU ARE DOING BY UPDATING YOUR PAGE OFTEN, THEY WILL ENJOY FOLLOWING YOUR PROGRESS AND YOU CAN EVEN DO IT THROUGH THE JUSTGIVING SMARTPHONE APP.

9. ENCOURAGE OTHERS

CONVINCE YOUR FRIENDS AND FAMILY TO TAKE PART AND RAISE MONEY AS WELL... AS IT MAKES THE EXPERIENCE MORE FUN!



10. IT'S NOT OVER 'TIL IT'S OVER!

20% OF DONATIONS COME IN AFTER AN EVENT HAS ENDED, SO MAKE SURE YOU FOLLOW UP THE EVENT WITH AN UPDATE ABOUT HOW YOU DID.

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