

## Top Tips : *Using your online fundraising page*

### **Your Online Fundraising Page: It's only as good as you make it.**

Set it up, send it out, that's all you need to do to right? WRONG! Your Artez page is only as good as you make it. It's easy to make it a really useful and effective tool to fundraise with. Check out these top 5 tips to online fundraising.

- 1) **Make it personal.** Everyone is familiar with a fundraising page so make sure yours reflects your personality. Change the standardised messages, change the colour, change the font! Do whatever it takes to make your page individual to you.
- 2) **Pictures, Pictures, Pictures!** The more the better. Get lots up on your page, maybe of you in training or with your team. People want to support **YOU** so give them lots of images to inspire a generous donation.
- 3) **Share and share again.** Remember that people are busy, they maybe didn't have time to donate the first time they saw your link on Facebook, or maybe they were on the bus when they got your email. Share your page regularly to remind people of the amazing effort you are going to. Worried about nagging? It can help to share your page along with a thank you message to those who have already donated, or with an update on your progress; regular reminders don't need to be the same ask every time.
- 4) **Multimedia means multi donations!** Post and email pictures of you in your new gear, videos of you training in the cold and rain – start a blog! Pictures and videos are far more likely to inspire donations than just words. This is the best way to keep sharing the link to your fundraising page while updating your friends.
- 5) **Incentivise your donor.** The ultimate way to make sure your fundraising target is smashed. Set incentives for those donating to help you get closer to your goal; commit to swimming across the loch with your knickers over your wetsuit if you get to £100! Promise to wear a pink wig on the mountain phase if you get £200! Agree to do the whole thing in fancy dress if your friends and family get that online page to £500. Don't underestimate how generous your contacts will be if you are just a little willing to make a fool of yourself.

Remember, we are always here to help. Get in touch via the Quad website to chat over ideas, plan some fundraising or get any materials you might need.

We look forward to seeing you on the shores of Loch Tay in July.... Maybe even in fancy dress!

