



Live free

the learning disability charity

## Top 5 tips to promote your JustGiving page

### 1. Upload pictures and videos



Jill Corbyn has raised £225.00

I am doing a skydive on 22nd August for Brandon Trust

Greet your supporters with a beaming picture of yourself! You can upload up to ten photos, so why not add a few more to really tell your fundraising story?

Keep updating your page with new photos to keep it looking fresh and up to date.

### 2. Get a JustTextGiving code



Create your very own text code and get people to donate to your fundraising page just by sending a quick text. Once you have your code, don't forget to promote it!

### 3. Use the JustGiving Facebook app



Hi friends, I'm jumping out of a plane on 22nd August and I am terrified!! I want to raise as much as I can, so please anything you can spare please sponsor me! Thank you!



I'm fundraising on JustGiving for Brandon Trust, Please sponsor me.

Your supporters can donate to your page without even having to leave Facebook.

Share your page with your Facebook friends and ask them to like, share and donate.

#### 4. Tweet your page

Tweet your followers with your link and ask them to retweet it to their followers. The more people that retweet, the more people that will see your page. Don't forget to tweet using [@BrandonTrust](#)



#### 5. Make the first donation on your JustGiving page as large as possible

The first donation on your page will set a precedent for other people to follow. If the first donation is high then you are more likely to receive other donations of a similar amount. This should help you to maximise your fundraising and reach your target much faster.

And the most important tip of all...

# THANK PEOPLE!



Saying thank you is **really important** - update the story on your page, send emails out to thank your donors, tweet and update your Facebook status to thank people as they donate.

Let people know **what their support has meant to you** and **what a difference it will make** to the people we support.

**Don't  
forget!**

## Tell your story

An engaging story can make all the difference - it's all about letting your supporters know why you're fundraising and what it means to you.

If you're challenging yourself with an event, let people know how much effort you're putting in! If you're celebrating something or someone, tell your supporters why.

## Show donors what their support will do

People love to know the impact of their giving, so if you can, tell them exactly how their donation will help.

Talk to us about the work we do and what the money you raise is helping with.

What could a £10 donation provide? What does a £50 donation mean to the people we support? How could a £100 donation change lives?

## Looking for more ideas?

**Print your JustGiving page and stick it up in your place of work**

**Email all your contacts in a group email and send fun reminder emails**

**Set yourself a target**

**Promote your page with social media – Facebook, Twitter, Instagram and YouTube!**

**Choose a great theme!**

**Put your page address in your email signature:  
I'm running the London Marathon!  
Please sponsor me at [www.justgiving.com/yay](http://www.justgiving.com/yay)**

**Contact your local press. We can support you with this so please get in touch if you require any further information.**

### Need more advice?

We're more than happy to answer your questions and provide support. Please don't hesitate to get in touch.

Telephone: 0117 906 2922 Email: [fundraising@brandontrust.org](mailto:fundraising@brandontrust.org)