

**SETTING UP A
FUNDRAISING PAGE AND
MAXIMISING
YOUR FUNDRAISING**



THE UK
SEPSIS
TRUST

SETTING UP A FUNDRAISING PAGE

Using an online fundraising page is a big part of your fundraising as it's a really quick and easy way for people to sponsor you. Here are some tips on how to set up your page and make the most of it!

- **Pick your page** - There are a few different websites out there including Virgin Money, BT mydonate and Just Giving. As it is the most popular, we're going to suggest that you use Just Giving as people feel more confident giving through a website they know and trust.
- **Get Online!** To start, head over to www.justgiving.com and click the big orange "Start Fundraising" button. You'll need to create your own account by connecting with your Facebook or using your email address.
- **Select the UK Sepsis Trust.** To select us as the charity you want to raise money for simply type "Sepsis" into the search bar and we will be the top result! If you're doing an organised event, select "Taking part in an organised event". For anything else, choose the page that feels most appropriate to you.
- **Name your page.** Give your page a name that helps people know what you're doing, such as "Harry's Marathon Challenge for Sepsis". Fill out the boxes and try to keep the page URL as simple as possible.
- **Tick the right boxes.** Make sure you select 'No' for both of the tick boxes at the bottom. Click "Create your page" and we're good to go!



A group of people, including a woman in the foreground with colorful paint on her face and sunglasses, are taking a selfie with a pink smartphone. The background shows other people and greenery, suggesting an outdoor event.

MAXIMISING YOUR FUNDRAISING

Editing your page will help to make sure you raise the most money as possible to help mend sepsis. Click “Personalise” at the top of the page to get started.

- **Upload a photo:** Uploading lots of photos is one of the easiest and most effective ways of personalising your page. You can upload up to 10 photos so you can add them as you go.
- **Set a target:** This is not only a great way of motivating yourself, but it’s really encouraging for your supporters. Seeing how close to your goal you’re getting will encourage them to give more. Plus, hitting and even pushing past your target are great moments for you to celebrate!
- **The why behind the what:** Let people know about the charity by sharing statistics and information on your page about how their money will help. It’s also important to share why this cause is so important to you, so please share your own story to help tell your supporters why you’re fundraising for the UK Sepsis Trust.

FINAL FUNDRAISING TIPS

Spread the word: Send out emails and messages to your family, friends and workmates. Sending people individual appeals is a great way to ensure as many people as possible support your page.

Social Media sharing: Post out your page link onto Facebook and Twitter alongside your story and a new photo to keep it fresh.

Email signatures: Putting the link to your page in your email signature is very low effort but with potentially very high reach. You never know who may donate!

Say Thank You! This is so important and there's so many ways to do this. Why not make a Facebook status to thank all your donators, or, for a more personal touch give them a call! Even better than that though, is to thank them in person if possible!

