GUIDE TO ONLINE FUNDRAISING
LET’S GET STARTED!

Using an online giving page can play a big part in your fundraising, as it’s a quick and easy way for people to sponsor you. There are lots of different giving sites available; from Virgin Money Giving to JustGiving, and now even Facebook offer a giving page. We recommend using JustGiving as it’s straightforward to use, plus people feel more confident giving through a website they know and trust. We’ve provided some tips below on how to set up and make the most of your giving page.

To start, follow the link here to take you to JustGiving, and then click the orange ‘Fundraise for Us’ button. You can create your own account by connecting with your Facebook account or using your email address. If you’re doing an organised event, such as a half marathon, select ‘Taking part in an organised event’. For anything else, choose the page that feels most appropriate to you. Lastly, give your page a name which explains what you’re doing to fundraise, such as ‘Harry’s Half Marathon for Sepsis’.
MAXIMISING YOUR FUNDRAISING

Personalising your page really can help to boost those funds, so if you feel comfortable in doing so, let people know why you are fundraising. Here are some tips to maximise your fundraising:

UPLOAD A PHOTO
Uploading photos is one of the easiest and effective ways of personalising your page. When your supporters visit your page, a picture is the first thing they’ll see, so choose something meaningful that will stand out.

SET A TARGET
This is not only a great way of motivating yourself, but it’s also 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!

WHY YOU’RE DOING, WHAT YOU’RE DOING
Let people know about UKST by sharing statistics and information on your page about how their money will help (we’ve provided some stats for you below). It is also extremely helpful to share why our cause is so important to you, which you can do by sharing your story to help tell your supporters why you’re fundraising for the Trust.

UPDATES
Keep your supporters updated along the way. Sharing pictures of your progress and updating them with messages on your giving page can help motivate people to donate.
SPREAD THE WORD

Shout about it and let your friends, family and colleagues know about your event. This helps to raise not only funds but also vital awareness about the signs and symptoms of sepsis.

EMAIL YOUR CONTACTS
Send an email out to your friends and family first, as they are likely to support you and start off your donations. Those closer to you are more likely to donate generously and then others are more likely to match those amounts already donated.

EMAIL SIGNATURES
If you regularly use emails, putting the link to your page in your email signature will give your page more reach. You never know who may donate!

SOCIAL MEDIA SHARING
Post your giving page link onto your social media accounts alongside your story and a picture. Ask your friends and followers to share your link to reach out to a wider audience.

SAY THANK YOU
We all know the importance of saying thank you. Update your Facebook status, send out a tweet or upload an image to Instagram to thank your donors. For a more personal touch, give them a call or, better yet, thank them in person!
UKST STATS

- At least 250,000 people are affected in the UK annually

- 52,000 people die from sepsis in the UK annually, which works out to be five people every hour

- One in four sepsis survivors suffer permanent, life-changing after-effects

- £2 will educate one member of the public with the signs and symptoms of sepsis

- £10 will allow us to print and distribute 200 leaflets to a GP surgery

- £50 will educate one healthcare professional, who can then in turn share this life-saving knowledge and awareness with others

- £200 will allow us to hold a regional support group to help those affected by sepsis.