



THE UK
SEPSIS
TRUST



YOUR GUIDE TO ONLINE FUNDRAISING

LET'S GET STARTED!

Creating 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. We recommend using JustGiving as it's simple to use. Plus, people feel more comfortable giving through a website they know and trust. We've provide some tips below on how to set up and make the most of your giving page.

LET'S GET ORGANISED

- Follow the link [here](#) to JustGiving.
- Click the orange 'Fundraise for Us' button. You can create your account by connecting with Facebook or by using your email address.
- Choose your fundraising page. If you're taking part in 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.
- 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 boost those funds. We've some provided some tips below to help you maximise your fundraising.

UPLOAD A PHOTO

Uploading a photo and profile picture are the easiest and effective ways to personalise your page. When your supporters visit your page, a picture is the first thing they'll see, so make sure it stands out. Plus, adding a profile picture will help them to identify that they've reached the correct page.

- Uploading a profile picture can help increase a page value by 25%

SET A TARGET

This is not only a great way to motivate yourself, but it's also really encouraging for your supporters as it provides a mutual goal to work towards. Plus, hitting your target is a great moment for you to celebrate with all of your donors!

- Setting a target can result in a 45% increase in your page value

WHY ARE YOU SUPPORTING UKST?

It can be extremely effective to share why our cause is so important to you. Adding your personal story to your giving page is a great way to do this, as it will explain to your donors why you're supporting the Trust. Plus, don't forget to let people know about UKST by sharing statistics and providing them with information as to how their money will help – we've including this information for you below.

UPDATES

Keep your supporters updated along the way. Let them know how you're getting on in preparation for your event and how close you're getting to your target; send them a message to simply say thank you for their support so far; update them once you've reached your target, and completed your event. You can even update them with pictures!

- Updating your supporters can result in an 8% increase in your page value per update



SPREAD THE WORD

Shout about your event by sharing your page with your friends, family and colleagues. Not only does this help to raise funds, but can also can raise vital awareness of the signs and symptoms of sepsis.

CONTACT YOUR CONTACTS

Whether it be through text or email, send a message to your close friends and family first as they're more likely to support you and make that all important first donation. Plus, they are more likely to give generously, which in turn, can encourage others to match the value of their donation. If you're still struggling to make that first donation, why not make it yourself? Self-donations can help to increase the average amount donated to your page.

EMAIL SIGNATURES

If you regularly send emails, adding the link to your giving page in your email signature will give your page more reach. You never know who may donate!

SOCIAL MEDIA

Post your giving page link on to 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 your Instagram to say thank you to all of your supporters. For a more personal touch, pick up the phone or say thank you in person.

DON'T FORGET TO ASK

Last but not least, don't forget to ask. This is can sometimes be the hardest part of fundraising, but asking really is key to getting in those donations; after all, if we don't ask, we don't get. If you don't feel comfortable directly asking, JustGiving provide some fantastic Shareables which you can post on social media, and will do the asking for you. You can find their Shareables [here](#).



YOUR FUNDS MAKE A DIFFERENCE

- Sepsis affects at least 245,000 people in the UK, claiming 48,000 lives – that's more than breast, bowel and prostate cancer combined
- We aim to reduce the number of lives lost to sepsis and improve outcomes for survivors by raising awareness of sepsis and the signs of sepsis, educating health professionals, and supporting those affected.

HOW YOUR DONATION HELPS

- £23 pays for one hour of telephone support to those who have been affected by critical illness
- £100 educates 50 members of the public on how to look out for sepsis
- £200 pays for a regional support group for those affected by critical illness
- £1,000 provides a hospital with staff training, education and awareness resources

