

# Fundraising online

Fundraising online can be the quickest and easiest way for you to raise funds for research into ovarian cancer. Here is a little guide to help you set up and make the most of your online fundraising page.

There are a number of websites that allow you to safely fundraise online. They charge a small fee to process donations but this means you won't need to worry about the money as it will be paid to us directly. Our supporters typically prefer to use JustGiving so we've used that as our example below, but there are other similar platforms available.

## Setting up your page

Setting up an online JustGiving page is simple. Just visit their homepage and follow the instructions. Or you can type this link into your browser and it will automatically select Ovarian Cancer Action as your chosen charity:  
<http://bit.ly/2nEF2vc>.

## Making the most of your page

Now that you have set up your page it's time to personalise it.

- **Add photos** before, during and after your event to keep everyone updated with your progress.
- **Aim high!** Set your fundraising target – we know you'll smash it.
- **Tell your story.** Explain your motivation, what you hope to achieve as a result, and what it means to you.
- **Tell our story.** Now that everyone knows why you are supporting us it's time to let them know how their kind donations will make a difference. Visit our website to read about the research we fund and be sure to share this on your JustGiving page.
- **Say thank you.** As soon as someone donates, they will get an automated thank you from JustGiving. You can personalise this and thank your supporters in your own words.



### **Fundraising as part of a team**

If you're fundraising as part of a team, link all of your JustGiving pages together by creating a team page. It will even show you your combined fundraising total.

### **JustTextGiving**

Now your page is live, you can also create a personalised JustTextGiving code to share with friends and family so they can donate towards your event via text. This donation will be added to their phone bill and will appear on your JustGiving page, so your fundraising total is always up to date.

### **Share your page**

Don't be afraid to share your page with as many people as possible to make sure you hit your target. The most popular way to share your online page is through Facebook, Twitter and Instagram.




46% of traffic to JustGiving last year came directly from Facebook. Most online platforms have sharing buttons to make it really simple to share the link to your page. You can share a series of posts explaining why you are fundraising for Ovarian Cancer Action, updates on how your training is going, prizes you've had donated for raffles, and even a countdown to your event date!

### **We've got your back**

We can help you to set up your fundraising page, link it to a team page and give you tips on how to make the most of it. From baking to running a marathon, your challenge is exactly that – a challenge. We're here to help, so please get in touch if we can be of any assistance. Let's make sure you raise as much money as possible to help save lives. Email us on [fundraising@ovarian.org.uk](mailto:fundraising@ovarian.org.uk) or call **020 7380 1730**.

#### **Contact:**

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