

# How to maximise your fundraising online

Smart phones, tablets, laptops... we're all spending more and more time online. This is fantastic news for your fundraising as it's an easy, cheap and fast way to raise more money! Below are a few ideas on how to make the most of our love of all things digital.

## Set up an online sponsorship page

Whether you're running, cycling, trekking or whipping up a storm in the kitchen, by setting up an online sponsorship page you can raise even more dosh for GOSH. The most popular site is JustGiving, but there are also other sites such as Virgin Money Giving. Setting up a page is very simple so you'll be up and running with your fundraising in no time.

## Handy hints\*

- Put a **photo or two** on your page and you could raise an additional 14 per cent. Now, where's your selfie stick...?
- Be bold – **set yourself a target** and see the donations flood in. People with a target on their page raise on average 46 per cent more than those who don't.
- **Share your story** – tell people why you're going to all of that effort. The more that people understand your motivation, the more they're likely to sponsor you.
- **One final push** – 20 per cent of donations come in after your fundraising event, so it's never too late to smash your target!
- **Set up a JustTextGiving code** and make it even easier for people to support you. This is easy to do when you set up your JustGiving page.

## Shout about it!

By fundraising in aid of Great Ormond Street Hospital Children's Charity you are doing an amazing thing, so be proud and shout it out loud.

**Facebook** – Did you know that every time you share your online sponsorship page on Facebook you'll raise on average an extra £5? So now is the time to update your status and let your Facebook friends know how you're helping our patients and their families.

**Twitter** – Tell us all about your fundraising at **@GreatOrmondSt** and don't forget to use our hashtag **#TeamGOSH**. We really do think you're a #legend!

**Email and text** – Remember that not everyone has an online profile, so don't forget to email or text your contacts and ask them to support your fundraising.

**Keep shouting about it** – Of course, there are loads of others ways you can spread the word about your fantastic fundraising efforts. You could upload a video to YouTube thanking people for their support, share a photo on Instagram or get some fundraising inspiration on Pinterest.

**Tell us** – We also want to know how your fundraising is going, so keep in touch with us.

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