



**GREAT  
ORMOND  
STREET  
HOSPITAL  
CHARITY**



# HOW TO

# MAXIMISE YOUR ONLINE FUNDRAISING

# Every day brings new challenges at Great Ormond Street Hospital.

Every day, 618 children and young people from across the UK arrive. Every day, doctors and nurses battle the most complex illnesses, and the brightest minds come together to achieve pioneering medical breakthroughs.

**And every day is a chance for you to make a difference.**

This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

**A better future for seriously ill children starts here.**

*\*These figures are based on annual data for 2016/17 financial year.*



Fundraising online can be a great way to give your event a boost! It's an easy, cheap and fast way to raise more money in a world where more and more people are donating on the go through smart phones, tablets, and laptops. We've put together a few ideas of how to make the most of your fundraising page.

# SET UP AN ONLINE FUNDRAISING PAGE

Whether you're cycling to Paris or crafting a cupcake, by setting up a fundraising page you can raise even more dosh for GOSH!

One of the most popular sites is [JustGiving](#), but there are also other sites, such as [Virgin Money Giving](#) or [BT MyDonate](#). Setting up a page is very simple so you'll be up and running with your fundraising in no time.

## HANDY HINTS

**1** Put a **couple of photos on your page** to document your challenge and you could raise an additional 14%\*

**2** Aim high – **set yourself a target** and see the donations flood in. People with a target on their page raise on average 46% more than those who don't.

**3** **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.

**4** **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. For more information, visit [justgiving.com/justtextgiving](https://www.justgiving.com/justtextgiving).

**5** **One final push** – around 20% of donations come in after your fundraising event, so it's never too late to smash your target!



# SHOUT ABOUT IT!

By fundraising in aid of Great Ormond Street Hospital Children's Charity, you are doing an amazing thing and helping to create a better future for seriously ill children – so be proud!

If you want to get local media involved, we have a sample press release you can download and send to news outlets:

[gosh.org/promote-your-fundraising](https://gosh.org/promote-your-fundraising).



## Facebook

Did you know that every time you share your fundraising page on Facebook you'll raise on average an extra £5? That's a great excuse 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 [@GOSHCharity](https://twitter.com/GOSHCharity) 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. You can drop in your JustTextGiving code, too!

## 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, or share a photo on Instagram.

## FUNDRAISING GUIDELINES

It's really important that your fundraising for GOSH Charity is safe and legal. Please take the time to read our *Community Fundraising Guidelines* which can be found on our website: [gosh.org/fundraising-guidelines](https://gosh.org/fundraising-guidelines).

# PLEASE DO GET IN TOUCH

Contact the team

[fundraising@gosh.org](mailto:fundraising@gosh.org)

020 3841 3131

Find out more

[gosh.org](http://gosh.org)

E-news

[gosh.org/e-news](http://gosh.org/e-news)

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## OUR VALUES

At GOSH Charity we strive to treat patients and their families, supporters, volunteers and anybody else involved in fundraising for the Charity with fairness, respect, tact and dignity. We expect anyone involved in fundraising for GOSH Charity, or anyone representing the GOSH Charity brand, to uphold these values too.

Eight-year-old **Abdal**  
on Eagle Ward.



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**FUNDRAISING  
REGULATOR**