

Setting up your online giving page

There are lots of different online giving platforms, so please feel free to use your favourite. For those without a favourite, the steps below will help you set up a Just Giving Page.

- Go to **www.JustGiving.com**
- Click **'start fundraising'**, twice
- **Log in** (or register if new to Just Giving)
- Select **Kidney Care UK** as your cause
- **Select the reason for your page;** an event, in memory or doing your own thing
- **Personalise your page** with further details and a target (see our tips, on the right, for help)
- Click **'create page'**

...And that's it

Congratulations on setting up your page.

Here's some help making the most of your page:

Personalise your page



Tell us why you are fundraising for Kidney Care UK. It is your story that makes people donate – it's more powerful than you think. Remember to include an achievable target (once you get to around 80%, increase it – people are more inclined to help you achieve that last 20%) and if suitable, add photos and videos. Then update your page throughout your fundraising.

Get the ball rolling

Before you email every contact you have, ask your closest friends and family to donate (and to set the bar high). Others will follow their lead as an empty page can be a bit daunting.



Tell everyone, but be smart

Get in touch in groups; old school friends, colleagues, neighbours, and personalise the message each time.

Use Social Media

Share updates, reminders and photos of your training/planning. Keep it interesting and add a link to your page. Keep us looped in and we will help spread the word as well –

 @kidneycareuk or  facebook/kidneycareuk



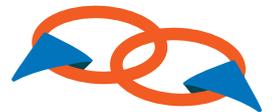
Follow up



It will take more than one email or tweet to reach all your contacts. Don't be afraid to send a reminder or update. But also remember to thank the people who have already supported you (why not thank them on social media) and feel free to include 'an ask' for them to share your page with their contacts.

Keep reminding people

Add your page to your profiles, statuses and email signatures. Then everything you send will include a soft ask for support.



Continue after your event

Around 20% of donations come in after people finish their event. So keep fundraising once you've crossed the finish line – it's a good chance to email an update and a final appeal!

