

Online Fundraising Guide

We are so pleased you have chosen to support WESC Foundation by fundraising online to help raise as much money as you can for our work empowering children and young people with sight loss and complex needs.

Thank you

To get you started some good websites to help you raise money and shout about what you're doing for children and young people at WESC are:



This guide should help you raise your target amount and more.

Making an online fundraising page is free and easy!

First of all, go to www.justgiving.com or www.virginmoneygiving.co.uk and search for 'WESC Foundation'. If you're new to the site you will need to set up an account. This just means you enter your email address and complete your details as well as choose a password.

Complete your page by adding personal messages about why you have chosen to raise money for WESC and the more pictures you have of you training, baking, what ever you are doing to raise money, the better!

If you get to the point where you have asked all your close friends and family for donations, but are still short of your fundraising target, using Linked in, Facebook and Twitter are powerful ways to get your story and your fundraising page to a never ending audience.

Top Ten Tips

1. Keep your message personal - The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money, and they're much more likely to take the time to donate.
2. Add photos and video - Personal photos make your page much more engaging. Show people what you're doing and why they should support you. Don't forget to link to your page to your fundraising site and share photos with WESC Foundation so we can help promote you too.
3. Tell everyone about your page - Before you email your entire address book ask your closest friends and family to donate first. An empty page can be a bit intimidating so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones all the better!

Handy hint: Update your Facebook status with your Justgiving/Virgin money giving link so all of your friends see your link in their News Feeds. For an extra push you can even post your link on their walls.

4. Publicise your page - Ask friends to 'donate' their Facebook status update to you. Via their statuses, you can reach people you might not know. If using Twitter why not ask your followers to 'retweet' your link so it reaches their followers too (remember: the shorter your tweet, the more retweet-able it is). You can also use Twitter to share your JustGiving/Virgin money giving page – write what you're doing and why people should sponsor you, in the shortest sentence possible.
5. Put a link in your email signature - Add your fundraising page's web address to your work and personal email signature. That way every email you send raises awareness of your fundraising and attracts more donations.
6. Keep your page up to date - Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends.
7. Send a follow-up email - It takes more than one round of emails to reach your target. You know what it's like - people mean to donate but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to send your page to their contacts.
8. Personalise your thank-you - You can edit the thank-you email that is automatically sent to people who donate by logging in to your Virgin Money Giving or Justgiving account and going to 'Edit your thank-you message'. Make sure you encourage people to send your page on to friends who might be interested in sponsoring you.
9. Contact your local media - A few lines in the local paper or an appeal on your local radio station can really help. By going straight to your online page, readers and listeners can sponsor you really easily.
10. Keep fundraising after your event - Around 20% of donations through Virgin Money Giving and JustGiving come in after people finish their event. So keep fundraising once you've crossed the It's a Knock Out finish line - it's a good chance to email an update and a final appeal!

Bonus Tip – HAVE FUN!

Thank you for your support.