

Online Fundraising Guide



Asking for online donations to your fundraising page is one of the easiest ways to raise money, follow this guide to make sure you use your page effectively!

Getting started

- Before sharing your page with anyone, you should do the following:
 - Personalise it. Add a photo of yourself and edit the description to explain why you are supporting MRF, what drew you to this challenge/event, how donations will help the charity, and what you hope to gain from the experience.
 - Get a good first donation. Ask someone close to you to get the ball rolling with a decent-sized donation before you start sharing your page. This will help to set the bar nice and high, and will encourage all subsequent donors to give generously!
- Don't be disheartened if you don't get loads of donations straight away. Some people will want to wait until they can see that you have been working hard before they donate to you.

Posting updates

- Don't just share your page over and over again for the sake of it. Use your progress as content for an update e.g. "I've just finished a 10k and beat my previous record!"
- Fundraisers who share updates on their fundraising page raise an average of 45% more than those who don't, and more updates = more donations!
- The top 10% of fundraisers share their page an average of 18 times - you will get the most response from the platform where you know the most people
- Fundraisers who's friends/family also share their page for them receive double the donations on average.



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"I asked everyone to donate £2.62 (for the 26.2 miles of the marathon) - it went viral!"

- Gary Boon, London Marathon

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When and how to share

- Online fundraising platforms receive the most traffic on Fridays, shortly followed by Saturdays and Sundays.
- The most popular time of day for donations is in the evening around 8pm, and in the morning around 9am.
- Think about when you're sharing your page to try and ensure it coincides with these peak times!
- Make the most of your social media platforms and share your page across all of them
- Don't forget about sharing your page via email - you could share with work colleagues and family who don't have social media
- You could even add your page link into your email signature for work



Top tips

- Publicly thank your donors by posting on social media to say the total amount you have now raised, and tagging people who have recently donated to thank them for their generosity.
- Each time you do this, you could keep it interesting by talking about a different area of MRF's work to show people the impact their donation will have.
- Instagram doesn't allow for links in posts but you could always add the link to your bio and reference it in any updates you post!



Honor raised over £10,000 from
online donations via her social media!

- Honor McFarlane, London Marathon

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