



## Sharing your online fundraising page

**You've set up your fundraising page and you've written an incredible story to go with it - now it's time to start telling people about it!**

### **TOP TIP**

Before you share your page widely, ask some people close to you to sponsor you first. It will give other people an idea on how much to sponsor you. So, if they're generous, this will encourage others to be generous too!

*"My Mum and Dad were the first people I asked to sponsor me when I signed up for the London Marathon in 2019. They generously donated £100 and it really set a precedent. A few people then started donating similar amounts!"* **Joanne, Action for Children runner**

- 1.** When you share your page, create a reason why people should sponsor you there and then. For example, are you just about to tackle a gruelling training run in the rain and need some motivation?
- 2.** Post your page when you are nearing one of your milestones. For example, if you've reached £200 why not ask people to help you get to the £250 milestone mark?
- 3.** Make sure to thank your donors publicly! It'll give you another excuse to share your page and keeps the momentum going.
- 4.** To keep it interesting, try offering something in return for someone's donation. For example, if someone donates, they can choose a song for your running playlist and you **HAVE** to listen to it no matter how silly the song might be!
- 5.** Bring your training journey to life through video! Why not film yourself getting ready to go out running in the pouring rain. No fancy equipment required; all you need is your phone!
- 6.** If you've run before you might find your friends not wanting to sponsor you again. Counteract this by doing something different- how about committing to running in fancy dress on the day. Or if you're feeling really ambitious why not try and break a world record? On London Marathon day, all the Guinness World Record adjudicators are present so just pick a record, get in touch with them and give it a go!
- 7.** Time the sharing of your page well. A page share on payday always gets some attention in the form of donations!



8. Remind people when the event date is near. For example, "One week today I'll be running for Action for Children. Here's a link to my page and why I'm doing it"
9. The day before your event is also a great time to share your page, "Tomorrow is the big day, I'm amazed to have raised £500 already. Any last minute donations will really help my nerves!"
10. Finally once the race is over don't stop! Share a photo of you crossing that finishing line. It might prompt some people to donate if they've forgotten and maybe even some repeat donors after they've seen what you've achieved.



#### **Why not try Sophie's Idea?**

When Sophie was in training, she asked her friends and family on social media to choose if she should do a 16 mile training run with either a Flamingo or Where's Wally hat on! They were asked to donate on her fundraising page in exchange for a vote.

Sophie ended up running around Bristol with a Flamingo on her head, posting live to Facebook throughout the run to all those who had just donated.