

Online fundraising

Online fundraising a simple and effective way to receive donations from a wide network of people through a unique and secure web page dedicated to your branch or group.

Setting up an online fundraising page removes the difficulty of asking friends, family and colleagues face-to-face for donations. It can also reach a far wider audience, helping you to reach that all-important target. Effectively, your fundraising page is an online sponsorship form, which takes only seconds to set up and removes a lot of the awkwardness that people can feel when directly asking for donations.

Two of the most popular sites for online giving are Just Giving and Virgin Money Giving but you can use any of the following:

- JustGiving (www.justgiving.com)
- Virgin Money Giving (www.virginmoneygiving.com)
- Doitforcharity (www.doitforcharity.com)

Setting up your page

All of the sites mentioned above give simple and easy to understand step-by-step instructions to help you get your page started, but you may find reading the below useful. We have also listed some hints and tips from previous successful users.

The Basics

- Once you have chosen which site you would like to use, click on the button which allows you to start fundraising and follow the instructions. The minimum you need is an email address and password.
- Remember to select the MND Association as the charity you wish to support when prompted.
- **You will need to specify that you are fundraising for your branch or group within the main body of text on the fundraising page when it is set up.** This also applies to volunteers fundraising for your branch and group. See below for more details.

Hints and tips

- When setting your sponsorship target, remember to set it to a challenging but realistic level. People may be less likely to give if they see you have already reached your goal.
- Tell your story to explain why you are fundraising and why it is important that people donate.
- Customise your page to explain your event and use engaging photos, YouTube videos and personal messages to tell your story. The more you engage with people, the more they give.
- Use brief but hard-hitting pieces of information, such as how many people your group or branch supported last year and what MND is, to show your donors how their contribution can really make a difference.
- All pages will have their own unique URL (or address) link. Email this to friends, family and colleagues. Ask them to pass to it on to their friends, family and colleagues.
- Share the URL on your branch or group website, Facebook, twitter, your blog or any other social media outlet. Ask people to share, retweet or "like" your URL to make sure it gets to the widest audience possible.
- Remember to update your page regularly so your donors can see how your branch or group is doing.
- Arrange for an automated and personalised thank you message to be sent to all your supporters.

Individuals fundraising for your branch or group

When supporters create their own fundraising page on one of the websites listed above, the money will go straight to Francis Crick House and not to your branch or group. If you would like the donations to be allocated to your branch or group account, please contact your local Regional Fundraiser by email as soon as possible. They will then alert the Income Processing team to allocate all money raised through the fundraising page to your group or branch.

The Income Processing team has automated processes in place for donations to be coded correctly so that the finance team can transfer monies on a monthly basis. If the team finds out after donations have been made, it will take longer to set up this process and track down any existing donations.

If you are setting up a page to benefit your branch or group, it is a legal requirement that people who donate to your page know that their donation will benefit your branch or group. You may wish to include the name of your branch or group the page title. For example, 10K walk to support the South London MND Association Branch.

Even if you do, it is important to clearly state within the description of the event that the money will support your group or branch. You may find using the following statements useful:

(I/We/Name of fundraiser) is raising money for (name of branch or group) by (title of event).

Or if the money is being raised for a specific piece of equipment:

(I/We/Name of fundraiser) is raising money for (name of branch or group) to buy (name of piece of equipment) by taking part in (title of event).

If you are not the person who has set up the page, you must get the person who set up the page to inform their local Regional Fundraiser by email where they would like the money to go. The Regional Fundraiser will then inform the Finance and the Income Processing teams. Third parties cannot relay this information.

If any supporters notify you that they are fundraising for your branch or group, please let your local Regional Fundraiser know so that we can honour their wishes.

If you have any further questions or queries, please do contact your Regional Fundraiser who will be happy to discuss this further.