

FUNDRAISING TIPS!

Each participant who registers in the PJ 5000 event will automatically register as part of the designated PJ 5000 Just Giving fundraising page. You will receive an email notification from Just Giving letting you know instructions about logging into your page and getting started. It is then up to you to personalise your page and start sharing it with your family and friends!

HOW TO FIND AND PERSONALISE YOUR TEXT CODE

1. Log into your account
2. Click on 'edit' alongside your active page on the left hand side of your feed
3. Click on 'Get started with your unique text code' on the right
4. Your code is displayed underneath number 1, you can click 'Personalise your code' to change it
5. Choose a 4 letter, 2 digit code and select 'save'. You'll be told if this is already taken
6. If you'd like to add your TextGiving code to the page, just update your story to include this. It may also help to add some instructions on how donors can donate by text
7. Don't forget to display your code every where and make it as simple as possible for people to donate to you!

There are two ways to make sure offline donations reach the charity.

1. Transfer donations directly to Turn2us

Pay the donations into your own bank account and transfer to:
Lloyds TSB Bank plc, Earls Court
Account name: Elizabeth Finn Care - Account no. 2
Sort code: 30-92-83 | Account Number: 00097831
Please use your name as the reference and email fundraising@turn2us.org.uk to let us know the amount paid and date of transfer.

2. Send cheque directly to Turn2us

Hythe House, 200 Shepherds Bush Road London W6 7NL
Don't forget to add these donations as a 'Raised Offline' amount so they're included in your fundraising total.

HOW TO ADD MONEY I'VE RAISED OFFLINE?

HOW TO PERSONALISE YOUR FUNDRAISING PAGE

Think of your JustGiving page as a personal blog. The more you make it your own, the more compelled people will feel to donate.

1. Login to your fundraising page
2. Click 'Edit for page' in the top left
3. Scroll down to 'Edit and personalise your page'
Involve your donors in your fundraising journey. 'Edit your page title, summary and story' and enter the desired text in each of the relevant sections
4. Click 'Save and Continue' to preview how it looks
Photos - Those who add a photo to their page tend to raise 14% more
To do this, click 'Add photos' in the edit area and then 'select photo'. Choose the photo from your device and add a caption. Press 'Upload photo' to finish.

Once your page is looking perfect, share it on social media. There are a few different ways you can do this:

1. Log into your account, visit your Fundraising Page and click 'Share on Facebook' or 'Tweet'
2. Click 'Share on Facebook' or 'Spread the word on Twitter' from within your account.
3. Add a quick note to say what you're doing – something that will grab your friend's and family attention
4. You can also copy and paste your fundraising page address into a Facebook or Twitter post.

HOW DO I SHARE MY PAGE ON SOCIAL MEDIA

FACEBOOK FUNDRAISING TIPS

1. Try to keep updating your story on JustGiving, so people can be apart of your journey
2. Regularly upload photos onto your page and link this to Facebook
3. Do video! Video is extremely powerful and get a story and concept over very quickly. Either use the Facebook or Instagram app or YouTube or Vimeo to link to your social media pages – audiences won't be able to look away!
4. Connect with Turn2us! We have our own Facebook, Twitter and Instagram account and are always looking of ways to connect with you, so please let us help you spread your story!
5. Say thank you! When somebody sponsors you, send them a wall note on Facebook saying thanks. This will also hold as a reminder to others in the newsfeed that they need to sponsor you people other people are. Also, don't forget to thank all your sponsors individually post-event.
6. Don't saturate everyone's newsfeeds. Plan your posts so you aren't posting 5 posts one day and none for the next 5 days.

Add a button to your website, emails or blog by copying the code found in the control panel of your JustGiving account. The button will link directly to your fundraising page.

1. Login to your account and click 'Edit'.
2. Click 'Add a "sponsor me" button to your email signature, website or blog.
3. Choose one of the three button options. Highlight and copy the HTML code
4. You can now paste the code into your website or blog.
5. For a signature, open outlook and click on tools from the drop down menu. Select options and then click Mail Format and then Signatures.
6. You'll need to select a signature to edit, or click 'New' to create a new one. Paste the image of your badge into the signature, and click the image once. Now click the icon highlighted below to add the link to your fundraising page

ADD A BUTTON TO MY WEBSITE, BLOG OR OUTLOOK SIGNATURE

FUNDRAISING CHECKLIST

1. Added a photo?
2. Added a fundraising story?
3. Set a fundraising target?
4. Added a fundraising summary?
5. Added updates?
6. Chosen a page theme?
7. Added any money you've raised offline?