

Making the most of digital fundraising

Thank you for fundraising for Refugee Action! Here are some hints and tips to help you reach your fundraising goal.

1. Create a Justgiving page

If you haven't already done so, create a fundraising page on Justgiving. It's free for you, easy for us and really effective at encouraging more donations.

2. Tell your fundraising story

Having a compelling story on your page will help attract more donations. Include...

- Why you've chosen to fundraise
- Why you chose to fundraise for Refugee Action
- What you're doing to raise money
- How the money you've raised will help (get some ideas on this [here](#))
- What people's support means to you

Justgiving usually adds a standard message about security to whatever you write. Put this after your own message – it's less interesting than your story.

3. Add photos and videos

You can add up to 10 photos and video clips to your Justgiving page. These could be training photos, photos of you holding a thank you message to your supporters, a video thank you message, a picture of your event route... whatever you like, just made sure it helps people to get a flavour of what you're doing. Add these gradually as your fundraising journey progresses.

4. Post updates

You might already be posting news about your fundraising to your Facebook page or Twitter feed, but make sure you post occasional updates to your Justgiving page too. You could celebrate fundraising milestones, thank your supporters or share your training progress. Updates like this make people more likely to support you.

5. Use Textgiving

Textgiving is a service provided by Justgiving that enables people to donate to your fundraising page by texting a special code to 70070. You can set up your code through your Justgiving control panel.



The donation is added to your supporter's phone bill, so they can donate instantly with minimal fuss. You can share your text code on your running/cycling vest, in text messages, through social media, on business cards and more – making it virtually impossible for anyone to forget to donate!

7. Share your progress

As well as making sure you have an exciting and well-updated Justgiving page, make sure you share it with your friends too. You can do this via email, by text, on your Facebook page, or through any other social media channel you use. You could add a note about your fundraising to your email signature or business card. It's even possible to print your Justgiving page as a poster.

Make sure you update your friends whenever you update your page, and add in further updates as appropriate. For example, you could update people on your training achievements (or struggles) or on how much longer you've got left to fundraise. Anything that reminds them how hard you are working to achieve your goal and why you are grateful for their support will help encourage donations.

8. Thank your supporters

Wherever possible, use social media to thank your supporters for donating to your cause. A Facebook wall post saying thank you to a friend will encourage others to donate – even more so if you include a photo or video in it. Make your supporters feel special for their donation and others will follow their example.

9. Be strategic

Justgiving's research has shown that people are more likely to donate to your page when it already has a few donations. Ask your closest and more generous friends and family to donate first, and you might get more donations when you ask your wider friends. Don't forget to remind people to donate closer to your event too!

10. Tell us about your fundraising

All of us at Refugee Action want to help you achieve your fundraising goal. Make sure you email us about what you're doing and share your progress with us on social media. You can post updates to our Facebook page, tweet us with your news or use our fundraising hashtag (#TeamRefugeeAction) to connect with other fundraisers.

Got any questions?

Contact Refugee Action's fundraising team at giving@refugee-action.org.uk.