

SETTING UP AN ONLINE FUNDRAISING PAGE

WE ARE
MACMILLAN.
CANCER SUPPORT



STEP ONE CREATING YOUR PAGE



Get online

Create a JustGiving or Virgin Money Giving page so your friends, family and colleagues can easily and safely donate to your event or challenge. And if you also download the associated app, you can track your total and update your progress on the go.



Own it

Personalise your page's web address to tell people how you're fundraising. For example, if you were doing Macmillan's 10k and you were called Jim, you might want to make your web address www.justgiving.com/JimsMacmillan10k



Give it a name

Tell your sponsors what you're doing by making sure your challenge or event has a clear name. Bob's barn dance? Sarah's cycle to Paris? Pav's party? The choice is yours, but we suggest you keep it simple.



Tell your story

Let people know what you're doing by simply selecting which category your fundraising comes under when setting up your page. You can also tell people what inspired you to take part, by using the 'Story' section on your form.

★ Read our quick guide to fundraising online, and raising as much money as possible for people affected by cancer.



STEP TWO PROMOTING YOUR EVENT OR CHALLENGE



Text to donate

If you're using JustGiving, you can set up a unique text code so your sponsors can easily donate to your fundraising page. Texts are free and 100% of the donation goes to Macmillan.



Show as well as tell

Include any photos and videos of your event or challenge to make the page stand out. If you don't have any photos yet, we've got a range of images for you to download free at be.Macmillan.org.uk/fundraiseonline



Match making

Your workplace might support your cause by matching the amount you raise. They might also allow you time off to fundraise. So it's worth asking your employer if either is the case.



STEP THREE SPREADING THE WORD



Socialise (online)

Did you know that a whopping 42% of JustGiving visits come from Facebook alone? So share your fundraising page on social media, and why not also email it to friends, family and colleagues? This will make it really easy for people to track your progress. And supporters can donate whenever they want to.



Demonstrate the difference

Show your supporters what their donation could do for Macmillan by using [our messaging templates](#). Post them on social media, your JustGiving or Virgin Money Giving page, or anywhere else you want to online.



Get in touch

Let us know how you're doing by dropping us a message on Facebook, Twitter or Instagram. And if you're working with someone in your local Macmillan fundraising team, tell them that your page is live so that they can support and promote your efforts.

Team events and challenges

Help is at hand

If your event is going to have more than 50 participants, let us know. We can set it up as an official event so that anyone fundraising for it can select it when creating their page. This also means all donations for the event will automatically go towards your target.

Club together

Create a team page for a group activity. This will pool together the fundraising totals of each member to make a team total. See, there's power in numbers.

Questions?

If you're still unsure about anything, visit JustGiving or Virgin Money Giving, call our Fundraising team on **0300 1000 200** or email fundraising@macmillan.org.uk