

GET THE MOST FROM YOUR ONLINE FUNDRAISING



DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

GET THE MOST FROM YOUR ONLINE FUNDRAISING



Follow these simple steps and you'll soon be smashing your fundraising goals.

Tell your story

We all love stories, so explain why you're fundraising for Diabetes UK, how we help, and what it means to you.

Set a target

Pages that have a fundraising target raise **46% more money** so be ambitious but be realistic.

Update your fundraising pages

Regular updates bring in more money, so proudly share your training and fundraising progress.

Make it a team effort

Get your friends and family to join you on your fundraiser and you'll be raising even more to support people with Diabetes

Snap and share

Everyone loves a photo, and pages with pictures raise **14% more money**, so show the world your efforts!

Give to yourself

Fundraisers who donate to their own page raise **54% more money**, and will encourage others to follow suit.

Go live

Videos and live streams really help bring your story to life and JustGiving make it easy to link your page to streaming platforms like YouTube.

Make payday count

Most people give towards the end of the month, near payday, so it's the perfect time for a challenge update or gentle donation poke.

Keep going past the finish line

Around **20% of donations** come in after the event so be sure to update everyone with your success story!



EMPLOYER MATCHING DONATIONS

Getting your employer to match donations means you can aim for a bigger target and reduce the amount you need to raise on your own. Win win!

Most large companies offer a donation matching service, as part of their Corporate Social Responsibility scheme, while smaller employers will match donations if you tell them why your fundraising is so vital.

GIFT AID

Gift Aid boosts your fundraising by 25% from the UK government, and if you use a JustGiving page, it automatically offers Gift Aid to your sponsors when they donate.

Find out more about Gift Aid at www.diabetes.org.uk/gift-aid

FUNDRAISING IS IN THE AIR!

With a little thought and effort, there's nothing that can't be turned into a fantastic fundraising event. Baking, quizzing, singing, walking, swimming, gaming, dancing or dressing up. If it's fun, it can fundraise. And remember, any event can become a fundraising spectacular, from birthday parties to weddings to day trips to picnics. Combine your passion, your networks and your fundraising story and together, anything is possible!

NEED STUFF? WE'VE GOT IT.

We've got tons of materials to help your fundraising shine! Design-it-yourself posters, invitation cards, recipe ideas, party bunting, Diabetes UK t-shirts, you name it. If you need to dress up your fundraising, we've got all you need!



READY, AIM, SHARE!

Don't keep all your hard work to yourself. Share your story on social media to raise even more vital funds.

Fundamentally Facebook

With most of the world on Facebook it's still the place to go to ask your wider network to donate and share your event. And don't be afraid to regularly ask for support, it's what Facebook is all about.

Tweet. Sleep. Repeat

Twitter is the best for live, regular updates before, during and after that will keep your story on everyone's radar. Include pics, videos, your JustGiving link and don't forget to tweet us @DiabetesUK.

Instagram imagination

Instagram has a huge following, and is perfect for sharing lots of pictures and videos of your fundraising story.

Be a LinkedIn hotshot

Sharing your fundraising with colleagues, professional networks and contacts from previous jobs can bring in lots of new donations and gives you a great profile update as well.

Time to get WhatsApp-y

JustGiving works a treat on mobiles so let your WhatsApp groups know you're fundraising for a world where diabetes can do no harm.

Do YouTube? You should!

From passionate video blogs to Rocky style training videos, put your recordings on YouTube and send them out with your updates.



THE LEGAL STUFF

You're doing something amazing and we want to make sure you stay safe throughout your event.

Before you start, make sure you factor in any COVID-specific regulations about meeting up or travelling. Find out if you need a licence and insurance and always follow health and safety regulations. If you're handling money in public there's simple rules you need to follow, and check your local council website for information on holding public events or gatherings.

You can reach out to the **Fundraising Regulator** for independent advice or get in contact with us.



WE CAN'T CONTINUE WITHOUT FUNDRAISERS. IT'S AS SIMPLE AS THAT.

Your dedication, passion and energy fund research that brings life-changing advances a step closer.

It ensures our Helpline is there with practical advice, information and guidance, delivered by specialist counsellors. It helps run community support groups that take away loneliness and isolation. It lets us fight for better diabetes care for everyone affected.

Thank you. We can't do it without you!

Need help? Email Matt at
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for inspiration and advice

