

Online fundraising

Have you set up a personalised online fundraising page?

It only takes a few minutes. Once you've emailed family, friends and colleagues across the globe to tell them what you're doing to help the 1.2 million stroke survivors across the UK, they can simply sponsor you using their debit or credit card.

Money raised online is sent straight to the Stroke Association on your behalf and every UK taxpayer is asked to **Gift Aid** their donation, allowing us to claim an extra 25% courtesy of HM Revenue and Customs. It really is a brilliant way for you to support us, and it saves you lots of time collecting sponsorship pledges.

Each time someone donates on your online fundraising page, you'll be notified and they will receive a thank you email from the Stroke Association too.

Here are some top tips to maximise your online fundraising:

- Personalise your page. This will keep people interested in what you're doing, which helps to create greater awareness of stroke and the vital work of the Stroke Association.
- Add photos. Pictures on a page raise an extra 14% per photo on average. Ready for your close-up?
- Write a short fundraising summary. Adding a quick snapshot of who you are, and why you're fundraising for the Stroke Association can make all the difference. This is often the first thing people will read and can add an average of 9% to your total amount raised.
- Set a fundraising target for your page and you'll raise up to a massive 46% more.
- Regular updates will encourage your supporters to re-visit your page and check on your progress – they might even donate again too!
- Have you collected extra donations using sponsorship forms or from organising an event? Add cash or cheque donations to your page so everyone can see how well you're doing.
- Make sure you share your page on social media and add it to your email sign off.
- Does your company have a JustGiving company page? If so, linking to it can raise 20% more.
- Don't be shy – you're doing something amazing so be proud and shout about it!

Visit www.justgiving.com/stroke to get started now.

Good luck with your fundraising and thank you so much for your support.

If you'd like our help or need any fundraising materials please contact our Supporter Care Team:

Telephone: 0300 330 0740

Email: supportercare@stroke.org.uk
