

Thank you for fundraising for us here at Southmead Hospital Charity

Our top tips for your online fundraising pages



Share your passion

Your fundraising page should have three key messages:

1. **Why** you're fundraising for us
2. **What** you're planning to do
3. **How** much the support of your friends and family would mean to you.

It doesn't need to be long, but sharing your passion will help to inspire friends, family and other supporters to get behind you and donate. Being the first to make a donation will also show your commitment.



Snap your smile

A profile picture will draw the reader's attention, establish a connection and encourage them to find out more about your fundraising. Those who add a profile photo raise on average 118% more.



Set a target

Launch your page with an achievable fundraising target but feel free to increase it as your page gains momentum.

Targets give you something to aim for and could encourage your supporters to give you a little bit extra to help you get there.



Get a team together

Increase the fun by creating a team page and inviting your friends and family to join you in your fundraising mission.

Perhaps you're not the only runner in your circle of friends or you share your musical talent with someone else in the family who could host performances of their own.



Share, ask and share again!

Reach as many people as possible by sharing your page regularly across all your social media channels, including before, the day of and after your event or challenge. You could also hyperlink your page into a line on a work email signature.

Don't be afraid to make direct asks to friends, family and colleagues.



Did you know, we have a 'Southmead Hospital Charity Fundraiser Zone' on Facebook, full of useful content for our wonderful fundraisers?

Join today via our [Facebook page](#). Search Southmead Hospital Charity



@supersouthmead



southmeadhospitalcharity



#SouthmeadHospitalCharity

Remember to tag Southmead Hospital Charity in your posts and photos – we love to how you're getting on and we may even share your post!



Connect to apps

If appropriate to your fundraising, link your page to smartphone apps such as MapMyFitness (fitness tracker) or Strava (running and cycling tracker) so you can update your supporters with your training. By showing the hard-work and effort you're putting in, you'll raise on average 46% more than those who don't share their fitness journey. Seeing your fitness improve over time will add to your motivation too!



Engage your audience

Not doing a fitness challenge? You can still bring your supporters on your journey. Perhaps you've just received your charity t-shirt in the post or you've hit a personal milestone. Regular engagement increases the chance of your supporters making a second donation and sharing your page with their peers.

Send cheques and sponsor forms with a short covering letter, to:



Southmead Hospital Charity,
Princess Campbell Office,
Southmead Hospital, Bristol BS10 5NB



Remember your manners

Saying please and thank you comes naturally and it's just as important when it comes to fundraising. Thank your supporters for every donation to your page and to you directly. This small gesture will encourage them to continue sharing and supporting your cause.



Rally support offline

Some family and friends may not have social media or internet access so be sure to include them in your approaches - face to face always works best.

Our sponsor form enables you to capture Gift Aid information, which boosts donations by 25% at no extra cost. Offline donations can be easily accounted for on your page so you can keep track of how much you've raised altogether.



Follow-up your fundraiser

You did it! Be sure to update your page and include photos to highlight your success - wear your medal with pride, showcase your best bake or pose with the whole team. Did you know that 20% of donations come in post-event? Keep your page circulating for a few days to give it that final push.



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No: 1055900

A note from the Community & Events team

"**Thank you** for being one of our fantastic fundraisers and supporting our staff, patients and their families at North Bristol NHS Trust. If at any point you need any additional help or guidance, we are only a phone call away and will always be happy to help. We wish you the very best with your fundraising!" **Hannah, Adrian and Ian**

