

The JustGiving guide to social media fundraising

So you've already asked your close friends and family for donations, but are still short of your fundraising target. How can you reach more people? Social media is a powerful way to get your story, and your fundraising page, to a potentially unlimited audience.

Here are JustGiving's top tips on using social media to reach your fundraising goals.



On Facebook

- Update your Facebook status with your JustGiving link – so all of your friends see your link in their News Feeds. For an extra push, post your link on their walls.
- Ask friends to 'donate' their status update to you. Via their statuses, you can reach people you might not know.
- Use the JustGiving Facebook application to invite people on Facebook to sponsor you: <http://apps.facebook.com/justgiving>
- Ask your friend to use Facebook Connect on JustGiving after they've donated. This way they can share your page with their Facebook friends. You can also use it to promote your page.



On YouTube

- Get on YouTube. Make a video – maybe a funny parody of your training, or just you telling the camera what you're doing and why people should donate.



On Flickr or Picasa

- Take photos of your training or event and share these on sites like Flickr or Picasa. Show people what you're doing and why they should support you. Don't forget to link to your page.



Create a presentation

- Create a presentation and upload it to sites like Prezi or SlideShare. Don't be boring! You can make it fun, like this one: <http://blog.justgiving.com/prezi>



On Twitter

- Use Twitter to share your JustGiving page – write what you're doing and why people should sponsor you, in the shortest sentence possible.
- Ask your followers to 'retweet' your link – so it reaches their followers too (remember: the shorter your tweet, the more retweet-able it is).
- Ask your charity to share your link on their Facebook or Twitter sites. Or post it yourself on their Facebook wall.



On a blog

- If you've got a great story, start a blog about it. Blogs are a great way to share your photos, videos and tweets in one place, keeping your supporters up-to-date.



On the internet

- Search ALL of these sites for people talking about the charity you're supporting. If you find people interested in the same cause, talk to them. They might be interested in supporting you, and you might make some new friends along the way.



JustGiving widget

- Use the JustGiving widget to show your latest fundraising total on your own website – www.justgiving.com/widget

Still got questions?

7 days a week JustGiving helpdesk:

☎ 08450 744100

✉ help@justgiving.com

www.twitter.com/justgiving

www.facebook.com/justgiving

blog.justgiving.com