your JustGiving fundraising guide

Berkshire Healthcare Charity

Set up your page, share it & start making a difference

A JustGiving page is the quickest and easiest way to raise money for Berkshire Healthcare Charity.

Step 1: Set up your page

Head to JustGiving.com and click **Start Fundraising**

Choose:

- **I'm fundraising for a charity**
- Search for **Berkshire Healthcare Charity**
- Tell JustGiving what you're doing
- Choose a webpage address
- Click **Create your page**

That's it, your page is live.

Top tip! Make it personal

Pages with a photo, a story and a fundraising target raise 36% more.

Add...

- A photo of you
- Details of what you're doing and why
- Why you've chosen Berkshire Healthcare Charity
- Your fundraising target

Setting a fundraising target can lead to a 46% increase in the amount you make.



Step 2: Share your page

Your friends, family and networks want to support the things you care about. There are lots of ways to share your page with them to encourage donations. You could...

- Share your page to facebook
- Post a story on instagram and link the JustGiving page in your bio
- Share a post on Linked In with the details of your fundraiser and why you're doing it
- Share your page on whatsapp directly to your contacts with a friendly note

Ask your friends, family and colleagues to share your page with their local networks too. This will help you reach a whole new group of supporters.

Top tip! Get tagging

Don't forget to tag Berkshire Healthcare Charity in your posts on social media. We'll reshare and support you to reach more people in the local area.





Step 3: Display your QR code

A QR code lets people donate in seconds. Simply scan is with a smart phone camera and it takes supporters straight to your fundraising page.

Add your QR code to any printed materials you create to promote your fundraiser. Or simply save it to your phone to show people whenever you're in conversation about it.



Top tip! Use our templates

Visit our fundraising hub to download everything you need to help you with your fundraiser. We have posters, social media graphics and templated copy, plus much more.

Step 4: Keep talking about it

The most successful fundraisers share updates along the way.

Try posting when you...

- Sign up
- Start training or preparing
- Reach a fundraising milestone
- Complete your challenge
- Thank your supporters



Top tip! Use video

Sharing a short video of you speaking about your progress is the most impactful way to encourage donations. People feel a connection through video that makes them donate more.

More Top Tips

Start the ball rolling

Fundraisers on JustGiving see a 29% uplift when they donate to their own page.

Connect your apps

Challenge fundraisers that connected their Strava accounts to JustGiving saw an increase in donations of 37%

Say thanks

10% of donations come after your event has ended. Make sure you follow up to thank your supporters and bring in those last minute donations.

Use the local angle

We're a local charity supporting local healthcare. Local people, social groups, schools, religious groups, businesses and community groups will be interested in supporting you - reach out.

Thank you times a million

We couldn't do any of it without people like you

Berkshire Healthcare Charity

Helping good care go further