



# How to smash your fundraising using JustGiving

JustGiving is easy to use, safe, and saves admin costs for the charity by transferring funds instantly.

## Make the most out of your JustGiving page

1. If you haven't already, head to [justgiving.com](https://www.justgiving.com) and set up your own page to gather donations online.
2. Set yourself a target. **Pages with a target raise on average 46% more.**
3. Tell your story. Sharing why you want to make a difference will help people understand your mission. Personalised pages on average raise 60% more.
4. Add that personal touch by including photos of who you're walking for, or of yourself. **Pages with photos raise 14% more.**
5. Share your page on social media, email friends and family – let everyone know you're taking part in **Memory Walk**.

## How to ask for donations

1. **Who?** Write a list of friends and family you could ask and the best method to ask them i.e email, text or a phone call.
2. **How?** Share your JustGiving page via social media, email or Whatsapp. The more times you share your page, the more donations you're likely to get!
3. **What?** Tell them what you are doing and when you are doing it.
4. **Why?** Explain why you are taking on Memory Walk and walking for a world without dementia.
5. **When?** The earlier the better! The sooner you start fundraising, the sooner your funds will reach us and start changing the lives of people affected by dementia.



# 10 ways to be a superstar fundraiser!

**1** Host a **quiz** with your friends, family and neighbours, either in person or in the spirit of 2020, on zoom!



**2** Ask colleagues, family and friends to sponsor you to wear **fancy dress** to certain meetings and video calls. Ask your boss to join in too!

**3** Ask your friends and family to donate their time and host online **skill sessions** that people can pay to join. This could be anything from a baking class to a pottery workshop!



**4** Ask your networks who have been working from home to **donate** the money they have saved from the cost of a daily commute.



**5** **Bake** your way to your fundraising target by hosting a bake sale, you could even deliver the goodies to your friends and neighbours.



**6** **Grow** your own vegetables and sell your produce to your neighbours with an honesty box on your doorstep.



**7** **Auction** off your skills to your family or household. How much will someone pay for you to make the dinner every night or for a cup of tea in bed every morning?



**8** **Learn a new skill** and ask for sponsorship to achieve a goal. It could be anything from learning a new language or hula hooping 100 times in a row!

**9** **Host a dinner party** for your household and ask for donations to join.



**10** Create and share your **JustGiving** page on social media and with friends and family.