



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.
4. Add that personal touch by including photos of who you're walking for, or of yourself. **Pages with photos raise 15% more.**
5. Share your page on social media, tell friends and family, email your workmates – 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 all about your Memory Walk, including when and where you're doing it.
4. **Why?** Share your story of why you're taking part, and who you are walking for.
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.
6. **Does your employer match your donations?** If so, use our matched giving form to make the most of your fundraising!

