

How to Set up your online fundraising page



Online fundraising pages are a simple way to tell your wide network of people about your fundraising without the difficulty of asking people to hand over sponsor money. Sponsors can donate safely via a secure website and all the money raised comes directly to us. JustGiving and Virgin Money Giving are popular and there are many more to choose from.

Customise your page

Create your page, explain your event and add the date. Photos, videos and personal messages are a great way to tell your story, show your face in your MND t shirt and share a selfie Tell your story – people will give more if they know why you care for your cause. Give your supporters a quick snapshot of what you're doing and why. Briefly explain what MND is and what the MND Association does to your potential supporters and how donations can really make a difference.

Set your target

Set a target – Be brave, tell the world what you are aiming for. If you are near your target, let your supporters know, someone might be inspired to help you hit it. If you've already hit your target, why not increase it? It will encourage your supporters when they see how well you're doing and might make them give that little bit more.

Share your page

An online fundraising page creates your very own URL link, You can email this link to friends, family, colleagues whilst sharing it across Facebook & twitter, share updates of your training or if you have any news in your fundraising journey and let people know how you are working hard towards your challenge.

It's worth downloading the JustGiving app too- it's available for on [Android](#) and [iOS](#)- the app makes it super easy to manage your fundraising on the go and update friends and family on your progress.

Get creative

Get creative – give people an extra reason to donate, offer to wear something silly on the big day if you hit your target, or get people to pay to choose your playlist, 10 miles of listening to the YMCA on repeat.

Gift Aid

If your sponsors are UK taxpayers, they can choose for Gift aid to be collected for us when they donate online, ensuring that a further 25% goes to the MND Association. Please note that gift aid does not count towards your overall sponsorship total.

When it's all over

20% of donations come in after the event, you never know who might be feeling generous once they know you've definitely done it! Post a picture of the event and add any donations you've received offline to your grand total – just log in to edit your page and it should give you the option to add offline donations.