

Artez Online Fundraising Pages: Getting Started, Tips and Advice

Creating your own fundraising page is quick and easy. It only takes 3 minutes to build, customise and send out to your friends and family! Online donations are secure and the most cost effective way to give – and you won't have to collect money after the event! So have a look at these tips for making the most of your Artez fundraising page.

By using our event fundraising pages your donations go directly to Artemis Charitable Foundation who collate and allocate funds to the nominated charities. You also minimise the amount of time the charities waste chasing and tallying individual fundraising pages and reconciling direct donations. Please do use the event fundraising pages!

You have a personal fundraising page and a team fundraising page. You can use either or both, it's entirely up to you! The system will collate funds raised on personal pages and add it to your team total. Take care to note the difference when you are on your fundraising homepage and be sure to send the URL link to whichever page you have chosen to use!

Tip 1: Tell a story

By personalising the default message on your fundraising page you can share the reason you're raising money for these charities and participating in this event. Explain why this is a huge challenge for you and why these charities deserve your support. Your passion will be infectious and it will help encourage your friends to give generously.

Click on the 'Personal Fundraising' or 'Team Fundraising' tab and select 'Edit Fundraising Page'. Select the 'Message' tab, type in your personal message and click 'save'.

Tip 2: Add images

This is the fun bit! You can really make your page stand out by adding photos and images. If you don't have any images you want to post, then why not use some of the great images available in the image gallery? There are a maximum of 6 photos so you may have to replace a default image with your own images.

Click on the 'Personal Fundraising' or 'Team Fundraising' and select 'Edit Fundraising Page'. Select the 'Images' tab. To view an image from the gallery, click on the thumbnail. To add your own image, click 'Add Image' and browse your files to select an image. The maximum file size is 300k. Click the upload button, add a title, description and make this your default image. Click the save button and you're done!

Tip 3: Add YouTube videos

Adding a video or three is a great way to make your fundraising page interactive. Videos can deliver a much stronger message than the written word. And a really engaging (funny, sad, compelling) video will also encourage your friends to send your page around to all of their contacts!

Click on the 'Personal Fundraising' or 'Team Fundraising' tab and select 'Edit Fundraising Page'. Select the 'Videos' tab. To view a video from the gallery, click on the thumbnail. To add your own video, click 'Add Video' and copy the URL (web address) for the YouTube video. Click the add button, add a title, description and make this your default image. Click the save button and you're done!

Tip 4: Email your friends and family

Don't be shy! Use the address importer and email all of your contacts and ask them for a donation. To make it as easy as possible we've created an email for you. All you need to do is add a personal greeting and click send! Your friends will receive an email with a link to your fundraising page where they can make a secure online donation.

It's a good idea to sponsor yourself first or ask your close friends and family to make a donation to get the ball rolling. Getting a big gift first is a great way to encourage higher donation amounts since many sponsors will match gifts that have already been made.

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If you have a large list of contacts or lots of work email addresses then send your 'Get Sponsors' email to yourself and forward it from your own email account. People are more likely to read an email that comes directly from you.

Send groups of emails instead of one big email blast. Stagger your groups starting with those you think will give you the highest donations – that way it sets the bar for everyone else!

Don't forget to personalise your email. If you add a personal greeting to the email your friends are more likely to give a donation.

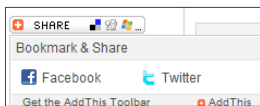
And don't forget to send reminders! Life is hectic and people will forget to sponsor you so check your list and send reminder emails to friends who haven't given yet.

Click on the 'Personal Fundraising' or 'Team Fundraising' tab and select 'Get Sponsors'. If you'd like to send email to yourself, select option 1 and click 'Just Email Me'. To import your address book, select option 2 and click the blue 'Add From My Address Book' button and follow the instructions in the popup window. Click the 'View list of people you've asked to sponsor you' link to keep track of you've emailed.

Tip 5: Share your fundraising page

Share your page on your favourite social network by clicking the 'Share' button on your fundraising page. This will automatically publish a link to your fundraising page on your Facebook wall, in your Twitter feed, or on any other social network.

Include your fundraising page URL in your email signature, post it on your blog or company website. Tell everyone you know! Send a letter to Grandma, post a note on the fridge and hang a poster anywhere you can think of (school, gym, church, pub).



On your fundraising page, look for the 'Share' button on the left side. Share from either your personal or team fundraising page. You can choose from any social network or use the default options of Twitter or Facebook. A popup window will open asking you to login to your social network. You can add a personal message to your post. Your post will include your message, a link to your fundraising page and an image.

Tip 6: Thank your sponsors

Don't forget to thank your sponsors! Although we will send them a thank you email right away, your sponsors will appreciate a personal email from you. You can use the 'Thank Sponsors' tool to keep track of who you've thanked.

Click on the 'Personal Fundraising' or 'Team Fundraising' tab at the top of the page and click on 'Thank Sponsors' to send an email to all of your sponsors.

Tip 7: Update your fundraising goal

Keep raising your fundraising goal. If you've met your target already and only a few people have sponsored you, why not raise the bar? Once you set a fundraising goal you can also choose a goal tracker. The goal tracker will make your page more engaging and encourage your sponsors to give more. It's also a great excuse to remind your friends to sponsor you.

Click the 'Personal Fundraising' or 'Team Fundraising' tab at the top of the page and click on 'Edit Fundraising Goal' to increase your target. To select a thermometer or pie chart goal tracker, click 'Edit Fundraising Page' and select the 'Widgets' tab.

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Tip 8: Fundraise as a team

Fundraising as part of a team can be a lot of more fun. You'll have the support of your team and a team fundraising page which means you can reach even more people! Your sponsors can make a donation to your personal page or a donation to the team fundraising page. If you're participating with a work colleague it's a great way to get your employer to sponsor you.

To join or create a team, click the 'Team fundraising' tab at the top page to join or create a team. To send team page fundraising links out, send the email or click on a social networking widget from your team fundraising page.

Tip 9: Keep fundraising after the event

Donations keep rolling in after an event takes place so keep fundraising. It's a great opportunity to tell everyone how you did and remind them to sponsor you.

Tip 10: Motivate your donors to sponsor you

Send everyone who sponsors you a joke, a fun fact or promise to wear something silly during the event. It's a great way to motivate your friends to give.

Tip 11: Offline donations

Sponsorship forms can be downloaded from the website at <http://www.artemisgreatkindrochit.com/pdf/sponsors-pledge-AGKQ.pdf>.

If you do have donors who would prefer to write a cheque, please make your cheque payable to 'Artemis Charitable Foundation' and send it to Sarah Willis, WildFox Events, Kindrochit, Ardtalnaig, Aberfeldy, Perthshire PH15 2HX. To assist with allocating the sponsorship monies to the correct team/person, you may wish to collate all your donations before sending them with a letter to the address above, clearly noting your name and team name.

Add your sum of offline donations to your fundraising page to reflect your cash and cheque donations in your total fundraising figure and we will verify the sum when we receive the cheque and send it on to Artemis.

Tip 12: Gift Aid

Gift Aid allows us to maximise the benefit from your donations. This means that for every pound you give, we get an extra 25 pence from the Inland Revenue, helping your donation go further. Please be sure to include your postal code in order to register for this option.

This may not sound like much but think of it this way, if you raise £500, Gift Aid will increase it to £625! So to ensure that you don't miss out on this fantastic scheme, make sure your sponsors tick the gift aid box on your sponsorship form and include their name and full postal address, including postal code, if they are eligible, on both the sponsorship form and any offline cheques.