

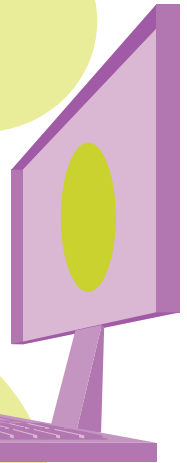
## How to set up your St Gemma's JustGiving Page

The easiest way to collect sponsorship money is through a JustGiving Page. You can share it with your friends, family and work colleagues and donations come straight to us!

JustGiving is our preferred giving platform as it allows us to support your fundraising in the best way.

Here's how you can get a page set up...

- ♥ Visit [www.justgiving.com](http://www.justgiving.com) and sign up or log in
- ♥ Search for and select 'St Gemma's Hospice'
- ♥ You can then choose either 'Taking part in an event' if it is a pre-organised event OR 'I'm doing my own activity' OR 'Just fundraising' (depending on the type of activity or event you are doing)
- ♥ If you need any help with setting up your page, you can call us on **0113 218 5580** or email [events@st-gemma.co.uk](mailto:events@st-gemma.co.uk).



## How to make the most of your JustGiving page

**Personalise it** – Let everyone know why you are raising money for St Gemma's and what it means to you

**Add photos** – Photos help to keep your page interesting and allow you to document your fundraising journey in a visual way

**Ask, family and close friends to sponsor you first.** It should encourage other sponsors to donate once they can see donations already on your page

**Keep it updated** – regular updates remind people what you are doing and why. It can also encourage people to sponsor you again or share your page.

**Connect your Strava account** – this way you can automatically post challenge updates to your page

**Don't be shy; be persistent and follow up** – often it takes more than one round of emails to reach your target. People may not get round to sponsoring you on the first request.

**Work as a team.** Connect your page to your teammate's pages so you can track your overall team total and motivate each other

**Keep up the good work** – around 20% of donations to an online page come in after the event has happened. Let everyone know you have completed your challenge and make a final appeal to prompt anyone who's been meaning to sponsor you.

