

# Online Fundraising

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.

However you choose to fundraise for us JustGiving will be your trusty friend. It makes donating online easy and these simple tips will boost your fundraising with just a few taps of the keyboard.

First things first, set up your page at [www.justgiving.com/diabetesuk](http://www.justgiving.com/diabetesuk)

## Tell your story

Let everyone know what you're doing and why. Explain what it means to you, why you're supporting Diabetes UK and how we help.

## Get snap happy

Believe it or not just adding a photo to your page you will raise more money. Whether it's a sweaty training shot or your latest baking triumph for a cake sale, add it to your page and get sharing.

## Great reasons for JustGiving

- Easy to set up and manage.
- Completely secure.
- 24/7 – no matter the distance or time family and friends can donate.
- Easy to share on social media.
- Easy to claim Gift Aid.

## Set a target

Another simple trick is to have a target. It increases the chances of people donating so be bold (we'll help you get there) and if you go past it keep setting it higher.

## Spread the word

People will be impressed with your fundraising and want to support you. So let them know how it's going by adding updates to your page and sharing it with everyone.

## Ask people to join you

Friends and family keen to help? Get them to take part and JustGiving will make it simple to set up a team and bring your pages together.

If you do need any help with your JustGiving page just let us know.  
[fundraising@diabetes.org.uk](mailto:fundraising@diabetes.org.uk)

# Get social

Say hello to all your friends, followers and contacts.



You've decided how you're fundraising, you've got your JustGiving page, now share that link and make a racket on social media.

- **Facebook for starters**

Once you've asked your friends to donate let them know they can help by just sharing your status. Suggesting people share your post will make it more likely they'll do just that.

- **Tweet. Sleep. Repeat.**

If you can, tweet right through your event. If that's not possible then let people know what's happening before and after. Include pics, your JustGiving link and don't forget to tweet us @DiabetesUK.

- **Instagram**

Little known fact but every single Instagram filter makes you look incredible when you're fundraising for us.

- **Liven up your LinkedIn**

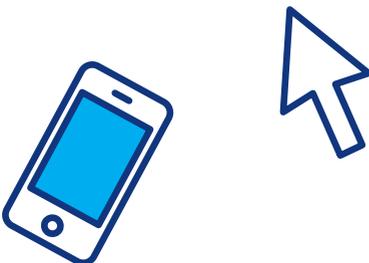
Bolster your CV and share your fundraising with your LinkedIn contacts. That guy from your last job always liked you – Ken from accounts, I think – he's bound to donate.

- **WhatsApp**

JustGiving works a treat on mobiles so pepper your WhatsApp groups with your fundraising plans, especially the one that keeps your phone buzzing every single moment of the day.

- **YouTube yourself**

From passionate video blogs to Rocky style training videos, put your recordings on YouTube and send them out with your page.



#TeamDUK

 @diabetesUK

 /diabetesuk

 @diabetesUK