

Sponsorship tips *

How to boost donations to your online fundraising page

- Tell a story as to why you are fundraising for Cystic Fibrosis Trust. Potential donors want to know why the cause is important to you.
- Explain why every donation matters and what reaching your fundraising target will mean to you.
- Treat your fundraising page like a blog by adding updates, photos and progress reports.
- Everytime you update your fundraising page post a Facebook or Instagram post, to let everyone know there are new things to see.

Spread the word through social media

Social media offers you a great way to promote your online page and the huge challenge that lies ahead for you. Take advantage of the potential.

- Update your Facebook profile photo or cover photo with a TeamCF frame.
- Add a banner and link to your online fundraising page to your email signature so everyone knows you are taking on this challenge.
- Remember to use all platforms too – Facebook, Twitter, LinkedIn, TikTok, Snapchat, YouTube and Instagram.
- Some interesting stats – on average, a fundraiser will share their online fundraising page on social media twice a month and 50% of donations on Justgiving come directly from Facebook referrals.
- Put your online fundraising page link in your Instagram bio #linkinbio

Don't forget to hashtag and tell people to find the link in your bio. We hope these ideas will help you reach, and maybe even beat, your fundraising target to help beat cystic fibrosis.

“Asking for donations can feel a bit daunting, but I was so surprised by how much people wanted to help and how supportive everyone has been.”

Jack



#TeamCF

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“ Use your connections. I emailed colleagues, my mum emailed colleagues and friends, my sister posted on her social media too. You’d be surprised by who’s willing to donate to you. I’ve reconnected with old school friends thanks to fundraising.

“If you time a post around payday, tell your story – why fundraising for the Trust is personal to you – and make sure you include a link to your page, you should reach your target in no time. I also made sure to personally thank my donors, it really shows you care and they may even donate again at some point.”

Callum



Remember you can add any offline donations to your page total!

If you want to donate any cash or cheque donations follow the instructions here:
www.cysticfibrosis.org.uk/get-involved/fundraising/organise-your-own-event/paying-in-funds

If you have any questions or would like further support with your fundraising, please get in touch with the Community and Events team on **020 3795 2176** or **events@cysticfibrosis.org.uk**