



Save as much of the world as you can... tips to make the most of your Justgiving page

When you're **setting up your page** the first thing to do is change the standard text to suit your fundraising and find a good photo to go with it. Let your enthusiasm shine through as it really does make a big difference, and if you're doing something really silly let people know as it is just as attention grabbing as the most gorgeous jaguar!



Use the **Justgiving widget** — this web link with a difference shows your target amount and how much you've raised so far. It updates every time a donation is made and links directly to your fundraising page. To get a widget, go to your fundraising page, click on 'Promote this page' then click on 'grab a fundraising widget'. All you need to do is copy the code provided and your widget will appear in e-mails, blogs and web forums; wherever you want it.



When you're e-mailing out your Justgiving page address, send it to a few of your **best friends first**: people you can really rely on to support what you're doing. This will give your other sponsors confidence and they will tend to match the first few donations. This can make quite a difference to your final total. Then send details to **EVERYONE**.

Make sure anything that refers to your event carries your **Justgiving page address**. Try a notice on your company's website, or the signature at the end of your e-mails, or see if you can get a feature in your local paper. **Let us know if you would like a mention in WLT's eBulletin.**



Keep in touch with your contacts. If you're in training they'll want to hear how you're doing, and let them know how it goes on the day. **20% of donations are made after the event** so e-mail everyone again to remind them of your brilliant accomplishment. They can read all about it and do their bit.

<http://www.justgiving.com/worldland/raisemoney>

Tell everyone you're saving the world!