

Online Fundraising Guide

Asking for online donations to your fundraising page is one of the easiest ways to raise money, follow this guide to make sure you use your page effectively!

Getting started

- Personalise your fundraising page. Add a photo of yourself and edit the description to explain why you are supporting Meningitis Research Foundation, what drew you to this challenge/event, how donations will help the charity, and what you hope to gain from the experience.
- Get a good first donation. Ask someone close to you to get the ball rolling with a decent-sized donation before you start sharing your page. This will help to set the bar nice and high, and will encourage all subsequent donors to give generously!
- Don't be disheartened if you don't get loads of donations straight away. Some people will want to wait until they can see that you have been working hard before they donate to you.

Posting updates

- Don't just share your page over and over again for the sake of it. Use your progress as content for an update e.g. "I've just finished a 10k and beat my previous record!"
- Ask your friends and family to share your page



"I asked everyone to donate £2.62 (for the 26.2 miles of the marathon) - it went viral!"

- Gary, London Marathon

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Top tips

- Don't limit what platforms you use! Instagram, Facebook, WhatsApp groups, LinkedIn...
- Publicly thank your donors by posting on social media to say the total amount you have now raised, and tagging people who have recently donated to thank them for their generosity.
- Each time you do this, you could keep it interesting by talking about a different area of Meningitis Research Foundation's work to show people the impact their donation will have.



Honor raised over £10,000 from
online donations via her social media!

- Honor, London Marathon