

How to Set Up a Great Fundraising Page

An online fundraising page makes it easier to promote what you're doing, raise awareness and collect donations.

You can set up an individual fundraising page* on any of these sites:

- www.peoplesfundraising.com
- www.justgiving.com
- www.gofundme.com

Get to the heart of it

01

Whether you are taking on a challenge or doing something fun with your friends, make it clear what you're raising money for and why it matters. Tell your story – let people know why the work that My Sisters' House does is important to you. And don't forget to share an image that helps to add a face to that story.

Set a realistic target

02

A target creates momentum and gives a focus to your page. Think carefully about the amount you're aiming for: if you set your target too high, people may be put off because they don't think you'll achieve it; if it's too low you may lose out on supporters who don't want to donate once you've reached it.

Keep your supporters up to date

03

Don't just promote your page once and then leave it until after your event or challenge is over. Keep your supporters updated with your progress. Adding a text update can result in an 8% increase in page value per update.

Thank your donors

04

You can thank people with private messages and send out a public thank you to everyone once you have completed your event or challenge.

Get in touch

05

Let us know your plans, we will do what we can to help you with advice, resources, and publicity.

Email: fundraising@mysistershouse.info

**Make sure you include the apostrophe in My Sisters' House when you are choosing a charity to benefit, otherwise it won't find us!*



My daughter Emma had suffered for many years with the effects of Bi-Polar disorder and sadly took her own life in 2019 aged 38. Prior to this, Emma had kept herself busy creating 'Bizzy-Pins', pretty little brooches representing many likes, hobbies and occupations.

After her death I discovered she had made hundreds of them in over 35 different designs; my dilemma was what to do with them. I decided that donating them to charity would be a great tribute to Emma , I knew how much she respected the work done by My Sisters House and decided that all proceeds from sales of these pins would go to this charity. This is Emma's legacy, I am so very proud that her beautiful designs are helping others who are struggling .

Emma's "Bizzy Pins" have raised over £1,000.