

## 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.

“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

### Spread the word through social media

Social media offers you a great way to promote your challenge online. So take full advantage of its potential. Hopefully these tips will help you reach, and maybe even beat, your fundraising target to help beat cystic fibrosis.

- Update your profile photo or cover photo with a TeamCF badge or graphic.
- Add a banner and link to your online fundraising page to your email signature, so every email tells people you are taking on this challenge.
- Remember to post across platforms. Use Facebook, Instagram, TikTok, Snapchat, YouTube – even LinkedIn to reach work connections.
- Post your online fundraising page link so people know where to make a donation. On Instagram put the link in your bio.
- Don't over do it with hashtags – too many can be a bit spammy – but use them to be a part of a bigger community with shared interests.

**Some interesting stats...** On average, a fundraiser will share their online fundraising page on social media twice a month. JustGiving say that 50% of donations on their pages come directly from Facebook referrals.

# #TeamCF



#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](http://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](mailto:events@cysticfibrosis.org.uk)

[cysticfibrosis.org.uk](http://cysticfibrosis.org.uk)

