

Fundraising



So, lets make it easy for your friends and family to support you so they have no excuses!

Regular communication with your supporters is absolutely key, and having a strong online presence will maximise the support you receive from your donors. Your online giving page should include a bit about you, your event and why you are supporting LMFC. Make your page personal and don't forget the power of your own social channels. Because, lets face it real life stories are what really makes people tick!

LMFC uses its own online giving site called Everyday Hero as this charges lower fees than other online fundraising websites.

Online giving

1. Visit: <http://www.lmfc-fundraising.org.uk>
2. Click 'Start fundraising'.
3. Enter your email, full name and create a password to sign up.
4. You will be taken to your event page where you can personalise the details of your event. (**Please note:** when asked about Gift Aid, please make sure to select 'no' to the question of whether you will be receiving any benefit from your event.)
5. Click 'Create supporter page' and make a note of its URL.
6. Follow the '4 Small Actions' that will help personalise your page and will help advertise your page on social media. You can use and personalise the **Suggested Text** below for your personal story.
7. You can change your Page title, your fundraising goal and your story.
8. Update your page regularly. **Remember** - you can update this page with pictures and status updates to engage with your supporters. You can also thank your donors directly after each donation via this page. Any offline donations can also be added so that your total is accurate.

Suggested Text

Thanks for visiting my page! I am taking part in a [Event Name] to raise funds for LMFC who have the passion and resources to help children, to help improve the educational, physical and emotional wellbeing of children and create a healthier society.

LMFC awards grants to organisations working with young people to improve their access to health and education. Through funding equipment, training and refurbishment, we can ensure that as many young people as possible have the opportunity of a better future and I am committed to helping them in their work.

Every pound you donate makes a difference to a young person's life.

