

The JustGiving guide to social media fundraising

So you've already asked your close friends and family for donations and emailed everyone you can think of, but still want to raise more? How can you reach more people? Social media is a powerful way to get your story, and your fundraising page, to a potentially unlimited audience.

Here are JustGiving's top tips on using social media to reach your fundraising goals.



On Facebook

- Update your Facebook status with your JustGiving link – all of your friends will see your link in their News Feeds. For an extra push, post your link on their walls.
- Use the new JustGiving Facebook application – it lets you to share your JG page on Facebook so you can fundraise where your friends are: <http://apps.facebook.com/justgivingapp>
- Ask friends to 'donate' their status update to you. Via their statuses, you can reach people you might not know.
- Ask your friend to use Facebook Connect on JustGiving after they've donated. This lets them share your page with their Facebook friends.
- Ask your charity to share your link on their Facebook or Twitter sites. Or post it yourself on their Facebook wall.



On YouTube

- Get on YouTube. Make a video – maybe a funny parody of your training, or just you telling the camera what you're doing and why people should donate.



On Flickr or Picasa

- Take photos of your training or event and share these on sites like Flickr or Picasa. Show people what you're doing and why they should support you. Don't forget to link to your page.



Create a presentation

- Create a presentation and upload it to sites like Prezi or SlideShare. Don't be boring! You can make it fun, like this one: <http://blog.justgiving.com/prezi>



On Twitter

- Use Twitter to share your JustGiving page – write what you're doing and why people should sponsor you in under 140 characters.
- Use JustTweeting, a great app built by two of our fundraisers that lets you automatically tweet your fundraising progress. <http://justtweeting.org.uk/connect.php>
- Ask your followers to 'retweet' your link – so it reaches their followers too. Keep your tweet short, so it's easily retweet-able.



On a blog

- If you've got a great story, start a blog about it. Blogs are a great way to share your photos, videos and tweets in one place, keeping your supporters up-to-date.



On your mobile

- Use our app for iPhone (Android app coming soon) to keep up with your fundraising wherever you are. Get donation alerts, add photos and updates to your page and share your fundraising with your contacts. www.just.ly/iphone-info



JustGiving widget

- Use the JustGiving widget to show your latest fundraising total on your own website – www.justgiving.com/widget

Still got questions?

-  www.justgiving.com/help
-  help@justgiving.com
- www.twitter.com/justgiving
- www.facebook.com/justgiving
- blog.justgiving.com