## Your fundraising toolkit

It’s quick and easy to set up a Fundraising Page for MSB.

Just follow the steps below to create your page for MSB:

1. Go to [the MSB Just Giving Page](https://www.justgiving.com/campaign/MSBGivingTuesday22) and Click the Orange Button that says ‘Start Fundraising’.

2. When asked, ‘Are you fundraising for a registered charity?’, select ‘Yes, continue’.

3. Search for MSB or Maryland School for the Blind..

4. Select celebrating an occasion.

5. Select Giving Tuesday

6. Choose your web address – this is the link you’ll share with friends and family when asking them to donate.

7.. Click ‘Create your page’.

Job done! Your Fundraising Page is now set up and ready to accept donations. Now you can start on the fun stuff – personalizing your page and sharing it with friends and family.

## How to create the perfect Fundraising Page

## The key ingredients:

**Keep it short and sweet:** This will be what people see when they land on your Fundraising Page or when you share it on social media.

There’s a word count for a reason – get to the heart of what you’re raising money for and why it matters.

**Target:** Setting a target creates momentum and

gives you a goal to focus on. Aim for the minimum you need to make your good thing happen. Be ambitious and realistic.

**Image:** Let your picture do some talking too. Grab your smartphone or digital camera and capture something that helps to tell your story. People like people, so show your supporters the faces MSB who’ll benefit from your hard work.

**Tell your story:** Explain why you are raising money, how you are doing it, and why MSB means so much to you. The people reading it will be friends, colleagues, and loved ones so don’t be afraid to open up and be emotive.

**Updates:** They might look small, but they pack a big punch. Updating your supporters on how things are going, how close you are to your target, or just saying thanks for all their help will keep them engaged. And an engaged audience is more likely to spread the word about what you’re up to.

**Include all your fundraising**: Make sure you include the donations you’ve received by cash and cheque so that all of your efforts can be seen.

### How to tell your story

**What are you raising money for?**

Outline the reasons why you’ve decided to raise money. Use simple language and short, punchy sentences. It will make your story much easier to read. Be clear about how your Page will benefit MSB.

**Why do you care?**

Explain why you care about MSB, and what made you want to get involved in the first place. Tell a story – it’s the best way to turn your readers into supporters. If you can get people to engage emotionally, you’re on the path to success. If they understand exactly why MSB matters to you, they’re more likely to think it’s important too...

### Some writing tips

Be clear and direct. Use simple language and short, punchy sentences. It will make your story much easier to read. Keep things honest, straightforward, and sincere.

Ask a question.

Asking your reader a direct question can help them to connect emotionally with your campaign. Don’t be afraid to challenge them and make them think. That’s how you’ll make your appeal stick in their head.

Read it out loud.

This is the easiest way to spot grammatical errors, repetition, and any bits of your story that don’t make sense.

### Image tips

**Be authentic:** There is no perfect photo. Grab your digital camera (or your smartphone) and get snapping!

Take landscape photos: Your Fundraising page looks best when you use a photo with landscape orientation rather than portrait – that way, your image will fill the space and won’t accidentally cut anything important out of the photo.

### Promotion tips

Social media

Sharing your Fundraising Page on social media is the easiest (and quickest) way to get your page out there. Just click the Facebook and Twitter share buttons on your Page, and leave a comment to let people know what you could achieve with their support. Remember that different channels will

help you in different ways:

**Facebook** – a place to get the word out amongst people you know. Why not build a network around your fundraising by creating a Facebook page and posting regular updates to keep people involved? Post loads of images too - they grab people’s attention much better than text.

**Twitter** – a place to meet like-minded people. People chat by hashtagging (#) keywords and phrases. Check out trending topics on the left to see if anything is relevant to MSB or Blindness or Low Vision

, and use hashtags in your tweets to help the right people find you. Again, don’t forget to add pictures!

**WhatsApp** – The social messaging app can be a great way to spread the word amongst your friends and keep them entertained with quick updates about your fundraising and your training for your challenge.

**Email**

Email is still one of the most effective ways to let people know about MSB. Amongst endless spam and marketing, an email from a friend feels a little bit more special. Tell them why you’re fundraising and what you’re hoping to achieve with their support.