



# Orchard Trust

People come first

## **How to set yourself up an online fundraising page**

1. Go to: <https://theorchardtrust.enthuse.com/profile>
2. Click the green 'Fundraise for us' button at the top of the page.
3. Set up an account, which does not take long. We use a platform called Enthuse for our fundraising pages.
5. Customise your page. Add photos and your 'story' about what you are doing and why.
6. Set an achievable target. Think about who might donate, and how much they might give.
7. You can connect your page to strava to log your activity. In the run up to your event you can post updates, for example how your training is going.
9. Before you 'go big' promoting your page it is good to have a few donations on the page. People tend to look at the amounts pledged and give something similar. So if you have some loyal family members who might be pretty generous then ask them first, before sending the weblink out wider to all your contacts.
10. Copy your page url and share it with your contacts. Promote your page widely and ask people to sponsor you. Email the link to all your friends, family, colleagues, neighbours, sports and social club contacts etc. Share it on your social media. Print out simple flyers to hand out to neighbours or put in your local shop.
11. Chase people up who have not yet sponsored you. Don't be shy to ask! Donations tend to flood in in the first 48 hours when you send your contacts the link, and then just before the event, when you send people a reminder.
12. Thank your sponsors. After the event let them know how it went and the total amount raised. Send sponsors photos of you at the event, and we'd love you to send photos to us at the Orchard Trust.
13. For any help and advice don't hesitate to contact the Orchard Trust fundraising team: [fundraising@orchard-trust.org.uk](mailto:fundraising@orchard-trust.org.uk) We're here to help.