

Make even more of your fundraising online!



One of the easiest ways to fundraise for the Manchester Midnight Walk is by taking your message online. Fundraising online is also easier to manage getting your sponsorship in and it often raises more for your chosen charity too!

The great thing about using the web to raise money is there are lots of free tools to help you and the only real limits are how far you can stretch your imagination. We have full guides available from our website on everything below if you want to know more at www.sah.org.uk/onlineguides.

Here are some of our top tips

- Sign up and create a personalised JustGiving www.justgiving.com fundraising page. Read their tips at justgiving.com/tips. Tell people your story about why you are taking part in the Manchester Midnight Walk (you can use the walk logo as an image if you like). For information about the walk visit manchestermidnightwalk.org.uk
- There is more to Facebook www.facebook.com than 'poking' people. It is a fantastic platform for getting your friends and family engaged with your fundraising. You can keep them up to date, let them know you're on target and encourage them to take part too!
- If you're already on Facebook and you've set up a JustGiving page you can link the two together. You can do this by adding the JustGiving Facebook widget to your profile page (log into your JustGiving account – it's a simple process to link the two).
- Why not become a fan of the walk at www.facebook.com/ManchesterMidnightWalk and/or St Ann's Hospice at www.facebook.com/stannshospice



facebook



twitter

It's not just celebrities that can make an impact on Twitter (twitter.com). Why not set up an account and start 'tweeting' about your fundraising. Follow the Midnight Walk at @MidnightWalk and you can also follow @StAnnsHospice too. Please don't forget to 're-tweet' (forward) the hospice messages to your followers to help promote the Walk and the Hospice. Don't forget to use the Manchester Midnight Walk hashtag #night2remember when tweeting about your sponsorship drive and talking about the walk.

- Lights. Camera. Action! Make a 1 or 2 minute sponsorship video to tell people why they should be supporting your participation in the Midnight Walk. Then share it with the world by uploading it onto YouTube www.youtube.com. You might want to make it amusing or different so that people might just 'pass it on' to friends.

Continued overleaf >>>

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ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

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posterous.com](http://manchestermidnightwalk.posterous.com)

Download detailed online fundraising guides at www.sah.org.uk/onlineguides

- Start a blog to chart your fundraising experience and tell the Manchester Midnight Walk story from your perspective or why not contribute a post to ours <http://manchestermidnightwalk.posterous.com> To add content to our blog all you need to do is e-mail your comments or story to post@manchestermidnightwalk.posterous.com, and feel free to attach a photo, video or audio recording - we love having new content direct from our supporters. You can also tweet, facebook, or email some of our blog content to family and friends and colleagues.
- The magic of e-mail also allows you to tell as many people as possible you're taking part in the Manchester Midnight Walk. Make sure you personalise your message depending on who you are sending it to, nobody likes to feel like they are being mass mailed.
- THANKYOU! As well as using the web to raise lots of vital funds for St Ann's Hospice you can also use it to say thank you to all your wonderful sponsors.
- Don't forget to keep up-to-date on the Manchester Midnight Walk online – follow our blog, become a fan on Facebook, or follow us on Twitter.

Detailed guides...

If this summary has inspired you to raise money online for St Ann's...check out our more detailed 'how to' guides on:

[Facebook](#) [Twitter](#) [Justgiving](#) [Video](#) [Blogging](#)

With helpful screenshots and simple explanations, you'll be making the most of fundraising on the web before you know it!

Download the guides from www.sah.org.uk/onlineguides

