

## A beginner's guide to using online video and image sharing to fundraise



If you have ever watched a video featuring a cat playing a piano or taken a look at friends holiday snaps on the web then you are probably already familiar with online video and image sharing. Yet did you know that it is possible to use these sites to raise awareness of important causes, as well as to raise money for charity?

### Become a video star

Video sharing sites are a great way of getting your sponsorship message out to a wider audience. The whole world can become your stage and help those donations for the Manchester Midnight Walk come rolling in.

- There are a number of video sharing sites you could use, these include:

[www.vimeo.com](http://www.vimeo.com)

Yahoo! video - <http://video.yahoo.com/>

[www.blip.tv](http://www.blip.tv)

[www.YouTube.com](http://www.YouTube.com)

- Each offer slightly different potential for video sharing so it's worth taking a look and seeing which one would work best for you. You can also take a look at how St Ann's Hospice are using video sharing at [www.youtube.com/stannshospiceuk](http://www.youtube.com/stannshospiceuk)
- Once you have an idea for a video you can start filming and uploading your handy work - remember it doesn't have to be Oscar winning, just have fun with it! Also don't forget to tell people how they can sponsor you, so if you are using JustGiving, make sure to let people know the all important link.
- Why not chronicle your fundraising journey in the lead up to the Manchester Midnight Walk? You might want to make it amusing or different to encourage people to pass it on to friends. Let people know how much you have left to go before you hit your target and thank people for their donations so far. Still lacking inspiration then check out these examples (singing, rapping and costumes are optional):

Sponsor Me! - <http://bit.ly/sponsorme5k>

The Snowball Project - <http://bit.ly/snowballproject>

Rap for Charity - <http://bit.ly/charityrap>

Charity Bike Ride - <http://bit.ly/charitybikeride>



Visit our YouTube page  
at [www.YouTube.com/  
StAnnsHospiceuk](http://www.YouTube.com/StAnnsHospiceuk)

Follow us on Twitter at  
[www.twitter.com/MidnightWalk](http://www.twitter.com/MidnightWalk)

Visit our blog at  
[http://manchestermidnightwalk.  
posterous.com](http://manchestermidnightwalk.posterous.com)

Download detailed online fundraising guides at [www.sah.org.uk/onlineguides](http://www.sah.org.uk/onlineguides)

## Smile! You're on camera

- More of a David Bailey than a Steven Spielberg? Well then why not get snapping in aid of the Manchester Midnight Walk. Using photos is a fantastic way of showing your fundraising journey especially if you are undertaking the walk in memory of a loved one. The following are just a few examples of fundraisers using photo sharing to promote a cause:

Marathon Girls - <http://bit.ly/mgirls>

In memory of Aidan - <http://bit.ly/memoryof>

Commando Challenge - <http://bit.ly/cchallenge>

- Once again don't forget to let people know how they can make a donation to ensure you reach that fundraising target.
- As with video sharing there are many sites which you can use. Here is an example of just a few:



[www.flickr.com](http://www.flickr.com)

Picasa - <http://picasa.google.com>

Facebook Photo Albums - [www.facebook.com](http://www.facebook.com)

[www.photobucket.com](http://www.photobucket.com)



Why not take a look at St Ann's Hospice's photo albums, you can find them at <http://picasaweb.google.com/stannshospice> and happy snapping!



## Tell us about it

Has that got you feeling creative? Let us know about your photo and video sharing exploits for the Manchester Midnight Walk. You never know we might even feature you on our very own Midnight Walk blog (which if you've not checked out yet you can find at <http://manchestermidnightwalk.posterous.com>). All you need to do is e-mail us at [post@manchestermidnightwalk.posterous.com](mailto:post@manchestermidnightwalk.posterous.com) - we can't wait to hear from you.

## That's it!

We hope you've found this guide useful and are feeling creative! If you have any questions or comments about our online guide to video and images, please contact us on 0161 498 3629, email [jwatts@sah.org.uk](mailto:jwatts@sah.org.uk).