



Online fundraising tips

1. Set up your own personal JustGiving page

It makes collecting sponsorship money easy and convenient. It only takes a few minutes to set up a page, and then you can customise it, for example;

- Add a photo of you (and your bike!)
- Include some text explaining what you're doing, and why you are raising money for Cumbria Community Foundation – just telling your friends that you support us is an important message
- Encourage people to take a few extra minutes to fill in the Gift Aid information to get an additional 28% from the Inland Revenue
- If you receive any donations in person, you can edit the 'offline donations' box on your page so that your total reflects all the donations you have received (don't forget to post these to us!)

2. Set up your own JustTextGiving code

Once you have set up your JustGiving page, you have the additional option of making your own code so that your friends can donate to you using their mobile. Donations made via text are added to the total on your page.

3. Update your Facebook profile

- Update your status to tell everyone what you are doing, and include a link to your JustGiving page.
- Use a tag (type the @ symbol before the name, and select it from the drop-down box) whenever you post about Jennings Rivers Ride, so it links to our Facebook page. Make sure you click 'Like' on the Jennings Rivers Ride page first.
- Post regular updates about how training is going, and remind people why you're raising money.
- Upload some photos of you out on your bike in your cycling gear!
- Create an event and invite your friends and family along to see you set off and cheer you back in over the finishing line. While you are cycling they can enjoy the Fun Day on Fitz Park (including entertainment, Jennings bar and a wide array of family-friendly games and things to do). If you download a ViewRanger tracking app onto your mobile, they will be able to follow your progress on the big screen.

4. Bird-of-mouth – tweet away!

- If you have a Twitter account, tweet regularly about the event and how your training is going. Use #riversride so people can see who else is talking about the Rivers Ride, and @cumbriacf to mention Cumbria Community Foundation.
- Shorten your JustGiving URL so that it takes up fewer characters when you tweet it. There are various websites that offer this service, e.g. tinyurl.com or bitly.com

5. Start a blog

If you're a budding writer or just fancy keeping a record of your challenge, you could start a blog. Post updates about both your training and fundraising. Describe any particularly good routes you have cycled.

