

Harry Jogger

AND THE
GOLDEN WAND





Top Ten Ways to Hit Your Target

Simon Doggett
User Marketing

Justgiving

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London Marathon

Official charity fundraising service



What runners say



"It was really convenient for me to use..."

- Cathy Wilson, FLM runner
[read more](#)

Sponsor a friend

Enter your friend's name to find their Flora London Marathon 2007 fundraising page:

SEARCH



Raise funds the easy way

A Personal Fundraising Page from Justgiving.com is the easiest way to collect sponsorship for your chosen charity.

1. To create your page now, choose a charity, add a photo, write a message and email everyone you know.
2. Your friends can sponsor you by credit or debit card from anywhere in the world, and get an immediate email receipt.
3. You put your feet up and watch your totals grow!

Justgiving sends your donations directly to your charity's bank account and automatically reclaims **28% extra** in Gift Aid on donations by UK taxpayers. It is the most efficient way to raise funds.

NOTE: Our online sponsorship service is only open to runners who have secured a place in the Flora London Marathon 2007. Please do not build a page until you are certain you have a place. [Read more...](#)

CREATE YOUR PAGE

How it works

- [Find out more](#)
- [See a sample page](#)
- [Visit our FLM forum!](#)

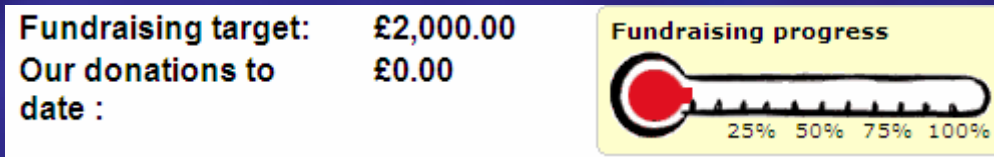
Top fundraisers

1. [Melissa Cowley](#)
£2,923.00
2. [sergey sheshuryak](#)
£2,744.00
3. [stuart collings](#)
£2,356.00
4. [Robert Schooling](#)
£2,118.00
5. [Joshua Gardner](#)
£1,755.00
6. [Chris Bradshaw](#)
£1,651.00
7. [Peter Mead](#)
£1,578.20
8. [Simon Lamkin](#)
£1,400.00
9. [anthony meacham](#)
£1,337.00
10. [Craig Edwards](#)
£1,307.20

Amounts raised online.

1. Get personal

- **Start with close friends and family**
- ***Why* are you running the marathon?**
- **People tend to match amounts so start with the most generous**
- **Zero is an intimidating figure. You could lose donations if people are faced with this:**



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2. Tell *Everyone*

- **All your work colleagues**
- **All of your neighbours**
- **All of your old schoolfriends**
- **All of your old university friends**
- **All of your ex-colleagues**
- **In a club? Tell them.**
- **Go to the pub. Tell them too.**

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3. Get in the papers

- **Write a press release – they're desperate for copy**
- **Send it to all the surrounding local papers**
- **Phone them and chase them up**
- **Make sure they print the address of your fundraising page**
- **Readers should be able to contact you somehow**
- **Don't expect £1000s if you do get in print**

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4. Get online

*Total donated online:	£15,098.01
Amount raised offline:	£1,322.00
Plus Justgiving has reclaimed Gift Aid of:	£3,933.22

[RSS](#) | [more about RSS](#)



The time has finally come...

Ben Lingard
is raising money for charity at
<http://www.justgiving.com/healthybenny>

61%

Target amount: **£500.00**
Amount raised: **£305.00**

DONATE NOW

Raising money for charity?
Create a Fundraising page today

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5. Talk to each other

- You've all got similar targets
- You've all got ideas
- What has worked?
- And what hasn't?

- Do it online at our forum:

- Or do it on Realbuzz:

Meet fellow fundraisers

Join our forums to get tips on training and how to make your page work! Be inspired and let us know what you think.

[Join in here](#)



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6. Make some printables

- **Make some posters**
- **Make some cards to hand out**
- **Send your page address to people via SMS on your mobile**
- **Print your web address on your training gear**

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7. Always communicate the Cause

- Sounds obvious, most *common* mistake
- Your friends donate to you
- Tell them what their money is achieving

£5.00 could pay for a child to go to an out of school activity to develop new skills.

£10.00 could help provide up to 30 minutes of help or advice on the Learning Disability Helpline.

£25.00 could help pay for advice for an adult finding their own home.

£50.00 could help recruit two volunteers to work with people with a learning disability.

£100.00 could help pay for a child who has difficulty speaking to go to a workshop to learn sign language.

Other £

- Ask your charity and get your facts straight

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8. Talk to your charity

- **Events fundraisers are the real experts!**
- **Don't be afraid to contact them**
- **Ask them for ideas**
- **Find out what other runners are up to**
- **See if there are other runners in your local area you could train with**

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9. Talk to us!

- **We depend on your feedback**
- **Tell us what worked and what didn't**
- **Read our blog, we'll be sharing inspirational stories**
- **Come and say hi at the London Marathon Expo**

- **If you have any questions, problems or fancy a chat, call our helpdesk**

0845 021 2110

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10. Keep fundraising

- **Don't stop after the marathon**
- **Don't stop if you've already hit your target**
- **Tell everyone how it went**
- **20% of all online sponsorship comes in after the event**
- **Update your page with a photo of you finishing the race**

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Thank You

www.justgiving.com/flm

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www.myspace.com/justgiving

The Just Giving logo, featuring the word "justgiving" in a lowercase, sans-serif font. "just" is in green and "giving" is in black.

