

Tips for Hosting an Online Fundraiser

Create an online fundraising page

Start by creating a personalized online fundraising page with custom text and images to support your community fundraiser. This page will help you collect and track your donations. All donors who give on your page will instantly receive a tax receipt via email.

Visit our [Community Fundraising website](#) to get started.

Customize your fundraising page

Many organizers have experienced exemplary and compassionate care themselves or supported a loved one through their health care journey. Usually there's a compelling story behind every decision to give back and start a fundraiser. We encourage you to tell that story on your fundraising page if you can as it's a great way to inspire others and emphasize the impact that a donation can make. It can also help you raise more, on average 3.5 times more!

You can also add custom images or a video to your fundraising page. Please reach out to Amanda by email aoldershaw@providencehealth.bc.ca if you'd like the main banner image on your page updated. The required dimensions are 1920px by 699px (desktop) AND 750px by 480px (mobile).

Images can also be added in the text block area if your image is too small for the banner area.

To edit the content on your fundraising page:

1. Go to your fundraising page. And make sure you are logged in (top right corner of screen).
2. Once you are logged in click the red *Manage Fundraiser* button (top right corner of the screen).
3. You should be on your *Fundraising Dashboard*.
4. Click the red *Design your Fundraiser* button.
5. Scroll down to the *My Story* text block and click the edit pencil on the right-hand side.
6. You can click inside the text block and make your edits. Images and links can also be added to this area.
7. Click the red *Save* button in the bottom right to save your changes.
8. To go back to your *Fundraising Dashboard*, scroll to the top of the screen and click *Back to dashboard*.

Make a self pledge

Kickoff your fundraiser with a great start by showing your commitment through making a self pledge! Your gift will encourage people to follow suit, often giving the same amount or more. It's also a great way to learn how the donation process works and see what information your donors and supporters will receive via email when they give. Tip: You can also share how easy it was to make an online donation!

Share your fundraiser

The sharing options on your fundraising page make it so easy for you to share your page via social media channels like Facebook, X, LinkedIn, or WhatsApp. We encourage you to post fundraising updates often, sharing your reasons for getting involved, your fundraising progress to date, and how much remaining to reach your goal. Remember to tag *@helpstpauls*.

You can also share the link to your fundraising page by text/SMS or by email. Furthermore, you can download a QR code of your fundraising page for printed materials and displays if needed.

Craft a short pitch or fundraising appeal that you can include in the emails or text messages you send to your networks. Be sure to include your motivations for supporting St. Paul's Foundation and make a direct ask to request for their donation.

Hot Tip: Sending a personalized email or a text message is the most effective way of asking for donations. People are more inclined to say yes and show support from a personalized ask.

Making the ask

It takes courage to ask people for money, however requesting donations from friends, family, and even a stranger is easier than you may realize! Many people will choose to give when presented with the opportunity.

When raising funds, the most important thing to do is to ask. It sounds simple, but the fact is, the number one reason people don't give is because they were never asked! The more you ask, the more opportunities you are creating for people to give. Make your ask personal by sharing your story and motivations for starting your fundraiser.

Hot Tip: Make a commitment to ask at least one person a day and don't be afraid to send reminders. Life is busy and we all need a reminder or two.

Express gratitude

Send a personal note to thank your supporters. Your online fundraising page will ensure your supporters receive an email with their tax receipt, but you can never thank someone enough for having a generous heart!