

How to get people donating to your unique JustTextGiving code

Getting your unique JustTextGiving code is just the first step – next you'll want to make as many of your friends and family aware of it as possible so that you can start raising funds. Below are some top tips to help you promote your unique code.

Use the logo: Use the JustTextGiving logo on everything from your posters to your blog. It'll help spread the word, and make your fundraising goals instantly recognisable.

Social Media: Set up a Facebook group, Twitter account, or blog to share your fundraising story and keep your friends up to date with how you're doing.

Online Guides: For a guide to fundraising, visit [Vodafone World of Difference](#). From advice on how to go about choosing your charity to a how-to on using JustTextGiving, World of Difference has got all bases covered. And don't forget to have a look at the Last Minute Checklist before your event kicks off.

Make it unique: Your JustTextGiving code is unique to you. Give your fundraising a personal touch and create a page with photos and videos of what you've been getting up to. Most importantly, let people know the story behind your choice of charity; why are you doing what you're doing, and how will their support help you get there?

Where will their money go? Give people a reason to get behind you. Find out exactly what the donations will be used for and bring things to life for your supporters. People like to know specifics, so if £10 will provide one child's set of school equipment for six months, make sure that's in your story.

Gift Aid: Remind your sponsors to help make their donation go even further by adding Gift Aid. If they are a UK tax payer, the Government will add 25% to their donation.

Make it visible: If you're holding or attending an event, make sure you make your unique code as visible as possible to make it easy for people to see.

Local media: Your local newspaper or radio station may be interested in hearing about the creative ways you are raising funds. The best way of getting information to journalists is with a press release, which is a short document that answers the important questions of who the story is about, what they are doing, when and where they are doing it, how they are doing it, and why they are doing it. Your contact details should always be included at the bottom and if you have any photos of you or your charity in action, then send these in – after all, a picture speaks a thousand words. Alongside all of that remember to mention your JustTextGiving code to get extra sponsorship. Show them how to use it; e.g. Text MARY92 £5 to 70070.

A note on thanks: When someone sponsors you, they'll receive an automatic thank you text. But it's always best to back it up with something more personal – a quick Facebook post will do. And finally, don't forget to let everyone know how your fundraising went once you've totted up the grand total. Keep the story going...what's next and how have they helped?