

Fundraising checklist for JustGiving

*Boost your online fundraising,
and help us be there for the next family.*

*We care for more
than 2,500 people
each year, and
touch the lives of
1 in 4 in east
Kent.*



Personalise your page with pictures, whether it's of you or your event.
JustGiving pages with photos and videos raise 14% more than those without!



Include a personal story about why you're fundraising for Pilgrims.
Speaking about your inspiration to fundraise will inspire others to donate.



Set yourself a target for your fundraising.
JustGiving pages with a target raise 46% more than those without!



Share, share, share!
Share your page on social media, WhatsApp and email! Your friends & family will want to hear the incredible things you're doing for local hospice care.



Post regular updates onto your JustGiving page.
Let your supporters know how you are doing by regularly updating your page. They will enjoy following your progress, and don't forget to say thank you!



The 'See, I told you I could do it!' phase
20% of donations come after an event. Remember to share your page with an update after your event. You may be surprised by some late donations!



Thank your supporters!
Send personal thanks to those who have donated. Ask your supporters to make their name public when donating, allowing you to thank those who have given.

If you'd like to make your fundraising tangible, our Fundraising Tips explain how the money you raise will make a difference to people across east Kent who are living with an incurable illness. You can also find a paragraph about the work of Pilgrims Hospices that you can use for your JustGiving page.