



**Royal Air Force
Benevolent Fund**

#makeitcount

A QUICK GUIDE TO...

FUNDRAISING

ONLINE

FOR THE RAF FAMILY



A QUICK GUIDE TO...

FUNDRAISING

PLATFORMS

- **Creating a fundraising webpage** is probably the single most important thing you can do to make your fundraising count online. The leading platforms make it easy for your supporters to donate and they transfer all donations automatically, so you don't have to do it yourself.
- **JustGiving** is the world's most popular fundraising platform. You can create your own personal fundraising page with them for free. People can support you anytime from anywhere in the world.
- **Virgin Money Giving** offers a similar service, but with the benefit of allowing you to donate to more than one cause at once.
- **Facebook** also offers a safe and easy way to create a fundraising page. You can write a description about why you're fundraising, invite your friends to the page and they can donate with a couple of clicks.

JustGiving[™]



facebook

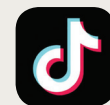
- **Personalise your page.** When you create a fundraising page, be sure to include a picture and a story about why you are fundraising for the RAF Benevolent Fund. The more powerful your story is, the more successful your page will be.
- **Set a financial target** for your potential supporters to see. This will give your friends and family something to aim for and will show your fundraising progress.
- **Share your page link** in your email signature and with your friends on social media. The more people who visit your page, the more people will know about your event and who you are doing it for.
- **Keep your page updated** with new pictures and news updates. If you keep your page fresh, your supporters will have a reason to revisit your page, donate again or even share it with their own friends.



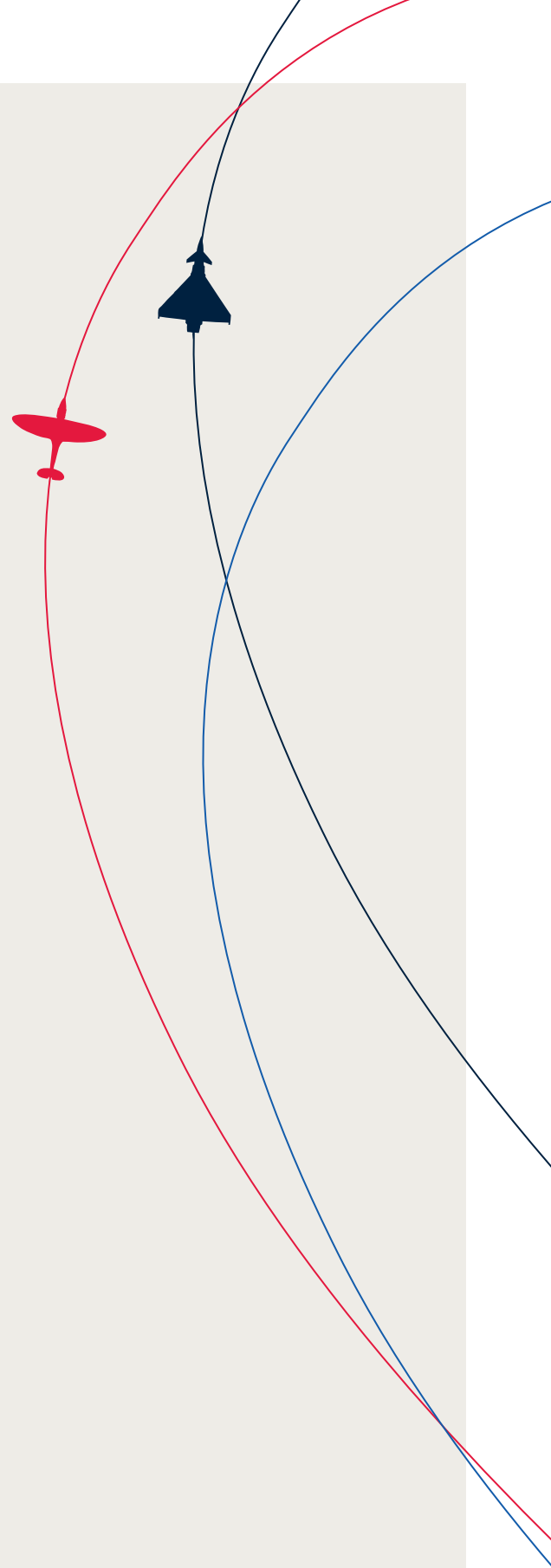
A QUICK GUIDE TO...

SOCIAL MEDIA FUNDRAISING

- **Don't ignore it.** The huge rise of social networks in recent years means it's never been easier to publicise a fundraising event and raise money for the RAF Family. So take the opportunity.
- **Know your audience.** Choosing which social networks to use depends on who your audience is. There's a good chance your target will be on either Facebook, Twitter or Instagram, so try to use at least one of these. Facebook also allows you to set up your own online fundraiser.
- **Reach further afield.** If you want to reach more young people, you could use apps like Snapchat or TikTok. If you think current and former colleagues will support you, then posting sparingly on LinkedIn can help your cause too.
- **Link to our social media pages.** Search for the RAF Benevolent Fund's social pages and link to us when you share your event. You can find us **@rafbf**. Our digital team can help you with retweets and shares.



- **Update your profile.** By updating your profile pictures and cover photos and including a link to your fundraising page, you can publicise your event for free. You can download RAF Benevolent Fund images for your profile at rafbf.org/fundraising-materials
- **Keep your posts fresh.** Post messages about your event in different ways. Include hashtags, such as #rafbf, #teamRAFBF, #RAFFamily, #fundraising and #makeitcount. Take photographs and selfies. Share videos from your mobile. Use Facebook and Instagram stories to get your message across. Use memes. Mix it up.
- **Encourage others to help.** You can ask influential friends or even celebrities to share details of your fundraiser on their own pages – this can lead to more people attending your event or even sponsoring your challenge.
- **Thank your supporters.** It can be a good idea to thank people publicly who donate or sponsor you. People like to have their generosity acknowledged.





A QUICK GUIDE TO...

ONLINE JARGON

- **Selfie.** A 'selfie' is a photograph that you take of yourself using your own smartphone. It is usually shared on social media. Selfies are a fun way of showing people what you are up to.
- **Filter.** A 'filter' is a simple way to edit a photo or video. You can give a picture an atmosphere, such as making it black and white, old fashioned or abstract. In some cases, as on Snapchat, filters can change your photos and videos into something more fun – giving yourself kitten whiskers, for example.
- **Hashtag.** A 'hashtag' is a simple way of organising and identifying messages on social networks by putting the # symbol before a word or phrase. If you search #rafbf on Twitter, for example, you will find content related to the RAF Benevolent Fund.
- **Meme.** A 'meme' is a joke, usually visual, that is widely shared and copied by internet users. If you see the same picture being shared a lot online, but with slightly different text, then it is probably a meme.

- **Social network.** 'A 'social network' is a website or mobile app where people share information with one another. More than 2.5 billion people currently use social networks worldwide. Among the most popular social networks are Facebook, Twitter, Instagram, Snapchat, TikTok and LinkedIn.
- **Profile.** A 'profile' is a personal page on a social network. It is where you can share information and photos about yourself so that your friends and followers can learn more about you.
- **Content.** 'Content' is the word used for everything you create and share online. If you write a status update, share a video or photo, create a story, record a podcast or tweet your opinion, that all counts as content.
- **Emoji.** An emoji is a small, digital image or icon that is used to express an idea or emotion. They are a fun way to get your message across.





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