

Make your fundraising page **shine**



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About this Guide

This guide provides information about Action for ME and how to create an effective fundraising page.

Our friendly fundraising team are here to help you every step of the way, so please don't hesitate to contact us if you have any questions.

Disclaimer:

This guide contains links to other websites. Action for ME is not responsible for the accuracy of material on linked websites, and does not necessarily endorse the views, products, treatments, or services within them. Links are provided for information only, so that fundraisers can find out more information on a subject or service. We will always check that links work before including them, but sites do move, experience technical difficulties, or close. We cannot guarantee that links to external websites will work all of the time.

Please do tell us if you find a link that does not work.

Top Tips

Set a target

Having a target is a great way to provide that extra motivation. Did you know a page target can increase your fundraising by 45%? You may have a minimum fundraising amount to raise, but if you want to aim higher - go for it! If you manage to reach your target early on - great! But then make sure to increase it, to encourage people to keep donating.

Share your story

Personal stories are powerful, especially when asking for donations. You don't have to write an essay; even a few lines about why you've chosen to support Action for ME can make a huge difference to how much support you get. You can share as little or as much as you feel comfortable with.

Take some pictures

People love people, so show your supporters who the face behind the fundraising is. Research has shown that pages with a picture raise on average 14% more than those that don't!

Keep everyone updated

Get a personal best time while training? Reached a fundraising milestone? Tell people! Let your supporters know about your achievements by posting updates on your fundraising page and social media. You could also link your Strava on [JustGiving](#) or [Enthuse](#) to automatically share updates.

Always say thank you

Say thank you to everyone that gives, every time they give. Your fundraising total is going to be the result of lots of individual people giving what they feel they can, and every penny helps. Let people know how thankful you are for their support and wherever possible, make it a personal message to them!

Describing ME & Our Work

About Action for ME

Our vision is a world without ME.

Action for ME has been working to improve every aspect of living with ME since 1987. But securing change isn't simple.

We believe real change won't just happen, it has to be made. That's why action and impact are at the heart of everything we do. Whether that's helping people today with support, information and care. Or working towards securing change through lobbying, campaigning and funding breakthrough research.

Action for ME provide practical day to day support and holistic healthcare services as well as leading on breakthrough research and campaigning for change.

The intent of everything we do is to pursue positive impact for the lives, rights and futures of people with ME. Better meeting their needs today, whilst taking action to secure change for tomorrow.

About ME

Whilst sharing your personal connection to ME is important and will show people why the cause matters to you, sometimes it can be helpful to share facts and statistics too.

You can use the facts and stats below to emphasise the impact ME has on people's lives, and how important it is that we continue our vital work to support people with ME

- Latest research estimates that 404,000 people in the UK have ME/CFS, and further research estimates that around 50% of the 1.9 million people in the UK with long Covid are also thought to have symptoms very similar to ME. This means that up to 1.3 million people in the UK have ME or ME-like symptoms.
- ME is the most common cause of long-term health related absence at schools
- 1 in 4 people with ME are severely affected, leaving them bed or house-bound
- ME affects twice as many people in the UK than MS, however MS receives over 20 times the funding worldwide
- Less than 10% of people with ME are able to work full-time
- Quality of life for people with ME is below that of patients with some cancers

Please use the words above to speak to others about ME, the work that Action for ME do, and why you are fundraising for us.

Suggested Gift Amounts

£10

Provides vital resources to 8 newly diagnosed people to help manage their condition

£25

Pays for a consultation with a physiotherapist OR a session with one of our trained counsellors

£50

Provides 30 minutes of emotional and practical support to a person with ME or a family member, from a trained information and support worker

£80

Connects children and young people through our Young People's Community

£100

Reduces the profound isolation experienced by a young person with ME, by providing access to our Penpal Scheme and/or our Online Forum

£250

Helps us work with a family to ensure that their child with ME has access to education

£500

Provides 5 hours of support to a person with severe ME by a trained information and support worker.

£1,000

Provides support to 2 families by a skilled practitioner, who can help them access the support needed to care for their sick child.

Feel free to use these suggested gift amounts on your fundraising page—they're a great way to guide supporters and encourage donations of all sizes.

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