

10 Fundraising tips

Follow JustGiving's handy recommendations to boost your online fundraising



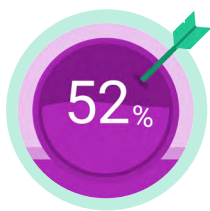
1 Promote your selfie

Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie.



2 Tell your personal story

Why do you care? Tell your story about why you are fundraising.



3 Shoot for a target

Pages with a target raise 46% more. Aim high and tell the world.



4 Don't be afraid to share

Sharing on Facebook, social media and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.



5 Don't forget about email

There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.



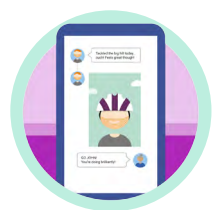
6 Be creative

Think of interesting ways to get people excited about your fundraising. "If I reach £500 I will take part in the event in fancy dress."



7 Let the charity know

Tell the charity so they can help you spread the word. By letting them know you have set up a fundraising page they may be able to share to their social pages and through email.



8 Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress and you can even do it through our smartphone app.



9 Encourage others

Convince your friends to take part and raise money as well ...as it makes the experience more fun!



10 It's not over til it's over

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.