



# Benefits of setting up a Just Giving page to fundraise

## 1. Promote your self

Fundraisers with pictures or videos on their page raise 14% more per photo.

## 2. Tell your personal story

Why do you care? Tell your story about why you are fundraising. This will encourage friends and family to donate to the cause.

## 3. Shoot for a target

Pages with a target raise 46% more. Aim high and share your page on social media or email the link, the more visible you are the better chance you have of raising funds.

## 4. Don't be afraid to share

Sharing on Facebook, Instagram, Twitter and WhatsApp raises more. Do not 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. Add a video or livestream

Add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why your cause is so important. You can also livestream directly on your page to show how you are raising money.

## 7. Connect fitness apps

If you are taking on a physical challenge, connect your page with your Strava or Fitbit account so that your supporters can keep track of your progress.

## 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. Say thanks!

20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.

