

How To Create Your Perfect Fundraising Page

Step 1

Write Your Story



- Why you decided to fundraise
- Why the charity means so much to you
- What event or challenge you're taking part in
- How easy it is for your supporters to donate

Step 2

Fundraising Goal



- Setting a fundraising target can boost your donations by 17%
- It gives your supporters a goal to get behind
- Increase your target as you go

Step 3

Pics & Vids



- Adding pics & vids can boost your donations by 23%
- It's the first thing your supporters will look at
- Use Canva & Pixlr to create a great cover photo

Step 4

Post Updates



- Those who post updates on their page, can boost their donations by 8%
- Use your page as a diary, your supporters will love to see what you're up to
- Every milestone matters

Step 5

Thank You Msg

Thank You

- Personalise a Thank You message to let your donors know they are appreciated
- Manners go a long way - They might even donate again!
- It adds a personal touch and leaves a positive lasting feeling

Top 10 Tips

For Your Fundraising Page



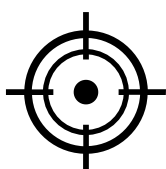
Step 1 Get Snappin'

Pictures or videos raise 13% more per photo.



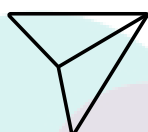
Step 2 Tell Your Story

You could raise 65% more if you help your readers to understand why you're fundraising.



Step 3 Set A Target

Pages with a target raise 17% more. So why not aim high!



Step 4 Share on Socials

Share your page on Facebook, Instagram, Twitter/X, TikTok and WhatsApp to help you raise more.



Step 5 Utilise Other Methods

Don't forget the friends, colleagues, and family members who are not on social networks. Utilise emails, texts and phone calls here.

Step 6 Videos

Videos really help tell your story and why your cause is so important.



Step 7 Link Fitness Apps

Raise 111% more and have supporters keep track of your progress if you link your Strava, Fitbit etc.



Step 8 Update Page

Update your page often to thank your supporters and update them on your progress.



Step 9 Self Donate

Those who donate to their own page to get them started raise a whopping 84% more!



Step 10 Thank You

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



Frimley Health
Charity