

10 top tips to boost your online fundraising page

Brent, Wandsworth and Westminster 

1. Upload a profile picture

Adding a profile picture to your fundraising page is the perfect excuse for a selfie. Make sure you also choose a cover photo you love as this will appear when you share your page on social media



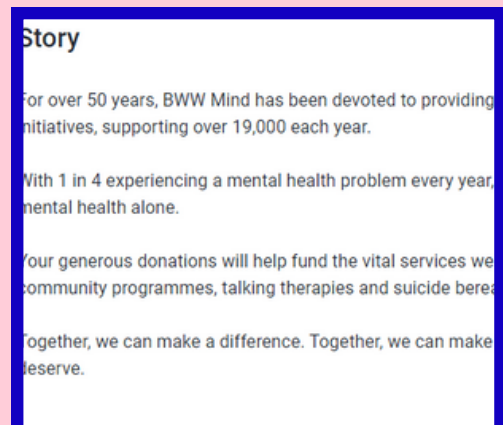
2. Set a target

Setting a fundraising target can lead to a 17% increase in the amount you raise. If you smash your target, raise it and raise it again!

3. Tell your story

Personalising your page with your story of why you're supporting BWW Mind and why donations are so important can help you raise 65% more.

Not sure what to write? Use JustGiving's Story Enhancer to help create your fundraising story.





4. Post pictures and videos

Fundraisers with pictures or videos on their page raise 13% more per photo. This can help capture your fundraising journey with your supporters.

5. Share, share, share

Share your page on social media, email and WhatsApp with family, friends and colleagues to let people know about the amazing fundraising you're doing.



6. Self donate

Activate your page with as little as a £5 donation. It has been proven that people who make a donation to their own page to get them started, raise a whopping 84% more!

7. Update your supporters

Share regular updates on your page so your supporters know how you're getting on. Have you been out training every morning this week or achieved a new PB?



8. Connect fitness apps

Taking on a physical challenge? You can even connect your Strava or Fitbit account. This can help your supporters keep track of your training progress. Find out how to connect your fitness app [here](#).



9. Say thanks!

Say thank you to everyone that has supported you and let them know how grateful you are for their donations.

10. Keep it going!

After you have finished your event, make sure to follow up with an update about your amazing achievements. Remember, 20% of donations come in after the event has finished, so keep the momentum going.