



Tips for creating a successful JustGiving page.

These tips were given by JustGiving based on the results of pages run through them in previous years. We hope that they help!!

1. Have a profile picture on your account – pages with a picture raise on average £664 more!
2. Set a target – pages with a target can get on average 133% more.
3. Write a story – if you have a story about why you are running your event you could raise on average 65% more.
4. Self-donate – if friends and family see that you believe in yourself and your cause you could raise up to 84% more.
5. If you are fundraising for a run or walk share your training and fitness activity – you could raise up to 111% more. This demonstrates the level of effort that it being put in. Your friends and family (and yourself) can see the progress that is being made over time and they feel encouraged to sponsor you. You will also feel a sense of pride and achievement seeing this progress.
6. Share your page on social media – pages that are shared raise an average of 440% more.
7. Ask people to share your page when they donate – this could increase your total raised by 110%.
8. Add photos to your page – this can help you to raise 13% more per photo!!
9. There are sharables on JustGiving to share on your social media pages – they make it easier for you to share your page and progress. You can find them here:

<https://www.justgiving.com/fundraising/shareables>

