

# 10 Fundraising tips from JustGiving

## 1 Ready for your close up?

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



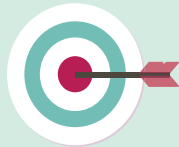
## 2 Tell your story

People will give more if they know why you care. Add your story to your page.



## 3 Smash your target

Pages with a target raise 46% more. Be brave and tell the world what you're aiming for.



## 4 Add a summary

Give your supporters a quick snapshot of what you're doing and why. It could raise an additional 9%.



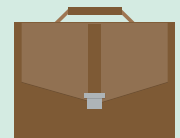
## 5 Don't do it alone

There's strength in numbers - people that are part of a team raise 10% more.



## 6 Find your company

Impress your boss by linking to your company's Profile on JustGiving. It could boost donations by 20%.



## 7 Update your friends

Been out training or have some news about your fundraising? Post an update to keep your friends interested.



## 8 Get creative

Give people an extra reason to donate. "If I raise half my target in a week I'll dye my hair blue."



## 9 Share your page

Once your page is looking perfect, share it on social media. Every share is worth about £5 in donations.



## 10 It's all over... or is it?

Twenty percent of donations come in after the event. You never know who might still be feeling generous...

