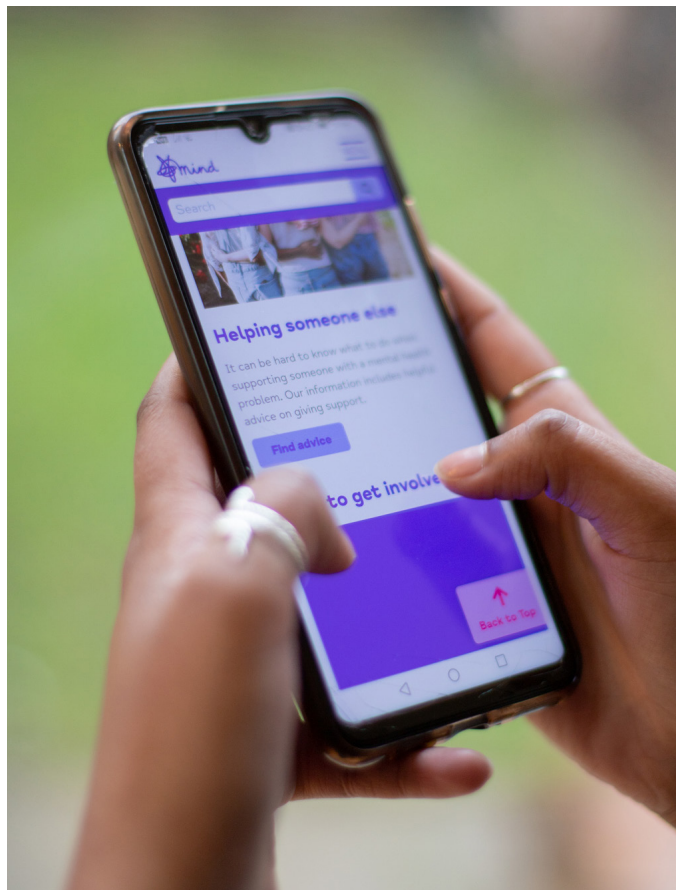




How to make the most of sharing your fundraising page

Once you have set up your fundraising page and personalised it with your story and photos. It's time to start sharing it with your friends and family across social media and other means to get the donation rolling in. We pulled together this guide to help you utilise social media whilst shouting loud and proud about your challenge.



Our top tips

Social media

Facebook, Instagram, Twitter, TikTok, Snapchat, Pinterest, Twitch, LinkedIn or even email. The possibilities to share your page are endless. Whichever platform you use, make sure to let your friends and followers know that you are doing something amazing.

Create urgency

When you post about your fundraising on social media try to give people a reason to sponsor you then and there, rather than holding back. Why not try challenging your friends to donate by a certain date? You could even use your birthday: 'donate £10 on 10th April to help celebrate my birthday and to help ensure everyone with a mental health diagnosis gets the support they deserve.'

Create momentum

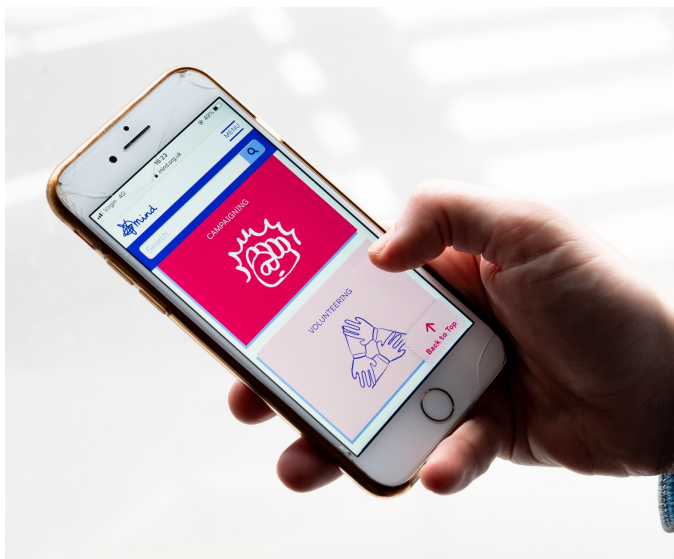
Post every few days to keep reminding people and to create a buzz and sense of momentum around your fundraising campaign. Remember to keep everyone updated with your training progress and don't forget to share training photos to.

Create hooks

You can create 'hooks' or reasons to give update or to base a fundraising ask around. For example, using your fundraising targets, training milestones, event preparations or just to say thank you.

Putting these tips into practice

- For your first post, tell people what you're doing and let them know you'd be really grateful for a few donations to get you off to a flying start.
- Post every so often asking people to help you get to the next fundraising milestone. For example, "Thanks everyone for helping me reach £150. Can anyone help me get to £200? [link to your page here]". You could do this every few weeks or so, when you're approaching a new milestone.
- Thank people publicly for their donation to keep drawing attention to what you're doing and to create positivity around your fundraising. For example, "Big thanks to Jen, Sunita and David for their donations – I'm now at £20. Thanks everyone for your support. It means a lot". You could do this every week or so, depending on how often you get donations.



- Use your training milestones and remind people about the effort you're putting in. For example, "Just back from a 10k training run, furthest I have ever run. Thanks so much for your support – it's really helping my legs to keep going. If anyone else is able to sponsor me, I'd be really grateful [link to your page here]".
- Payday or towards the end of the month is a good time to ask for donations. If you feel like it, you can just be completely blatant about this with something like "Since it's pay day... can anyone spare a pound or two to support my skydive? Thanks to everyone who has helped me to raise £400 so far. I'd be super grateful if you could help me get to £500 [link to your page here] :)".

- If you have any funny stories or if anything significant happened to you during your training, or event preparations, share these.
- Photos or videos can really bring what you're doing to life. They are great for sharing on social media. You don't need fancy equipment. You could just use your phone. Funny photos or videos always go down well. Check out our guide to using video.
- Reminders in the run up to your event. For example, "I can't believe I'll be running 26.1 miles this time next week. Thanks to everyone who has helped me raise £600 so far. If anyone else can help I'd be really grateful for whatever you can spare [link to your page here]".
- Remind people why you are fundraising for us. For example, "A week today is the big day. I'll be cycling from London to Brighton for Mind. Here's a reminder of why I'm doing this [link to page]. I would be so grateful for any support you can give.
- Day before, for example, "Tomorrow is the big day. I'm really nervous. Thank you so much to everyone who has helped me raise £700. I'd be really grateful for any last minute donations [link to your page here]".
- Day of, for example, "I did it! I can't believe I ran a half marathon, whilst raising £800 for Mind. I'd be so grateful for any donations [link to your page here]." Remember to include a photo with your medal.

Extra tips to take your page to the next level

Create a hashtag: Create a hashtag to help build awareness for your challenge and fundraising and use it across all your social media platforms. Choose something that is a little different and will get your friends and families interest. Some of our favourites are #MarathonMeera, #WillTheWarrior and #MindfulMary.

Local media: Let the local media know what you're doing and why you're doing it by sending out a press release. Add the details of your challenge or event to our Press Release Template and send it to local media outlets around two weeks before your challenge or event.

Create fundraising posters: Create posters about your challenge and what the money raised will do. Don't forget to include the QR code for your JustGiving page before putting them up around your community. The QR code will allow passers-bys to easily locate your page and donate.

Ask others to share: Ask your friends and family to share your fundraising page and story. The more people that see it, the more donations you are likely to get.

Video: Make a video and share your reasons for taking on your challenge, why you are supporting us as well as the work we do. You can even add some clips of your training before sharing it across your social media platforms with a link you your fundraising page.

Facebook frames, GiFs, Instagram stickers and social media wording: We have Facebook frames, GiFs, Instagram stickers and wording available on our website. Make the most of it and include them when sharing your fundraising page.



Social media etiquette

You'll be much more successful with your fundraising, in most cases, if you concentrate on asking people you know on social media for support, rather than people you don't.

We wouldn't generally recommend asking celebrities for support. They get so many requests. They're unlikely to be able to help, and even if they do share your story, their fans/followers don't know you. In our experience targeting them very rarely works.

If you do still feel you want to contact celebrities or people you don't know we'd recommend a personalised tweet or DM rather than 'spamming' many people with the same message. Please always approach people respectfully.

We'd also really appreciate it if you could take care to not include @mindcharity into 'spam' tweets like this '@celebrity - please share my fundraising page for @mindcharity' as this can quickly fill up our newsfeed and can sometimes make it harder to spot tweets from people asking for help or support.

For more inspiration and advice, visit
[mind.org.uk](https://www.mind.org.uk)

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