



What to write on your online fundraising page

Setting up your fundraising page is the easy bit out of the way. Personalising your page with your story and reasons for supporting us may be a little trickier.

We have pulled together this guide to help you with what to write on your online fundraising page and how to maximise your donations.

The most important thing to make your page stand out is to think about the 'why', 'what' and 'how'. Remember, writing a compelling story could help increase your donations by 36%.

What are you doing to raise money?

Think about:

- **What are you doing to raise money?**
Are you cycling from London to Brighton?
Climbing the three peaks?
- **Why will this be a challenge for you?**
Do you currently only run for the bus but signed up for a half marathon? Are you doing a skydive even though you are scared of heights? Will this be your tenth marathon in ten years?
- **Shout about how much effort you will be putting in.** Following a strict training plan?
Walking the furthest you have even done?



Why have you decided to fundraise and support us?

Think about:

- What motivated you to fundraise?
- Were you driven by personal challenge or cause?
- Were you inspired by a particular person?
- What does Mind mean to you?
- Do you have a personal connection to the cause?
- What kind of work do we do and why is it important?
- Don't forget to include a link to our website - <https://www.mind.org.uk/>

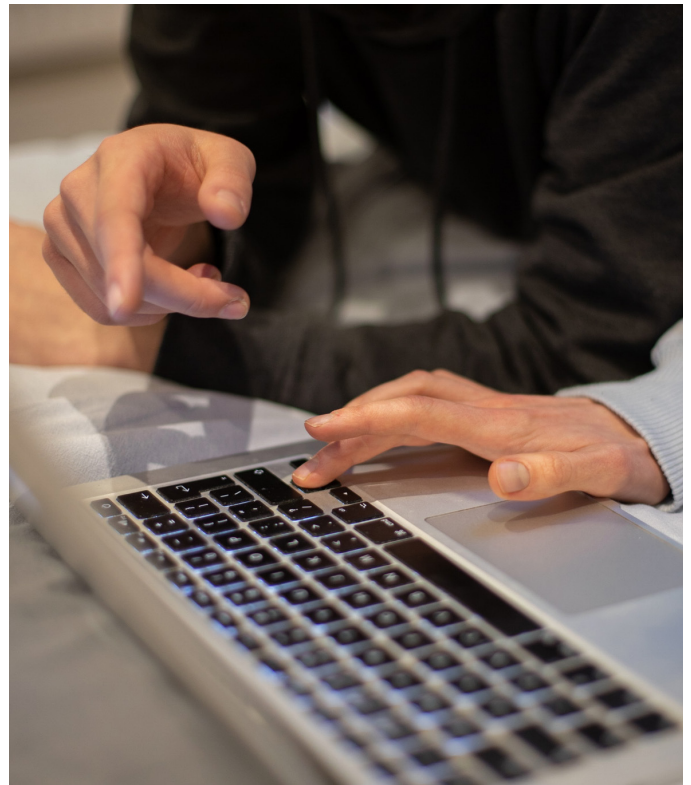
How will the money have raised help fight for better mental health?

- **Share how people's donations will be used** to help provide support for those with a diagnosis of mental health.
- **Share facts and figures to show how vital your friends and family support.** Here are some of our favourites:
 - we responded to over **119,000 people** seeking information and support from our helplines.
 - our mental health information was accessed over **18 million times** in 2020/2021.
 - **£8** could help us to answer another enquiry on our Infoline
 - **£20** can help produce another 167 booklets about mental health.
 - **£50** could help keep our online peer support community, Side by Side, open for another hour.

What does your friends and families support mean to you?

Think about:

- Thanking your donors.
- Sharing how their support will encourage you with your training for your personal challenge.
- What means to you that they have sponsored you.



Now you know what to write on your fundraising page, here are some other ways to take your online fundraising page to the next level:

- Add a profile picture to your fundraising page, this could **boost your donations by 23%**.
- Set a fundraising target, this can lead to a **45% increase** in the amount you raise.
- Personalise your page with a summary of why you're supporting Mind and why donations are so important for the cause, this can help you get **36% more donations**.
- Activate your fundraising page with as little as £5, this can help you to go on to raise **£118 more**.
- Post updates, on average those who do get **8% more donations**, you can also link your fundraising page to your Strava.
- Include photos or videos, this could help you raise **14% more per a photo**.

For more inspiration and advice, visit
mind.org.uk

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