

# Maximise your JustGiving page



 mind

# The facts



- **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.**
- Every time you **share your page** on social media is worth an average of **£10.**
- **20% of donations** come in after your event has finished.

For more inspiration and advice, visit

**mind.org.uk**

Registered charity in England (no. 219830) and a registered company (no. 424348) in England and Wales.

