



# 10 top tips to boost your online fundraising page

Promoting your events can be a daunting task. So we've come up with some great tips to help you promote your event, raise awareness of the fight for mental health and get the most out of your online fundraising page.

1

## Profile picture

Adding a profile picture to your fundraising page could boost your donations by 23% - the perfect excuse for a selfie. Supporters will look at your photo selection first, so choose wisely. And make sure you choose the right cover photo as this will appear when you share your page on social media.

3

## Tell your story

Personalising your page with a summary of why you're supporting Mind and why donations are so important for the cause could help you get 36% more donations.

Make sure your story is short and sweet and it will encourage more people to donate.

2

## Set a target

Shoot for the stars and don't be afraid to go big. Setting a fundraising target can lead to a 45% increase in the amount you raise, so add a target to your page and if you reach it, raise it and raise it again.

4

## Self donate

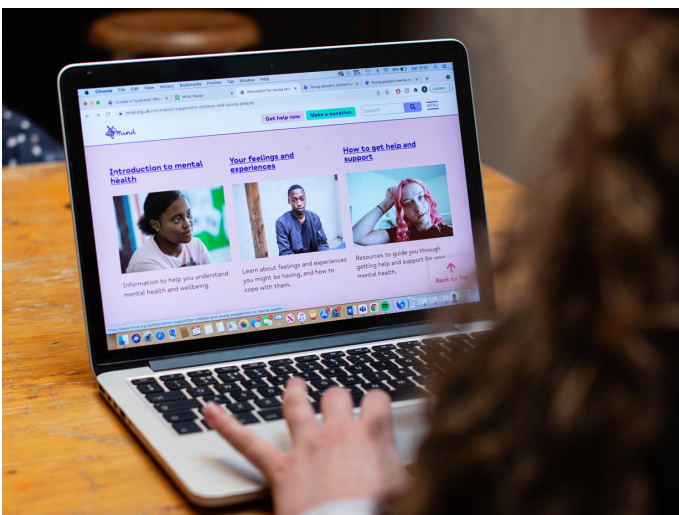
It has been proven that starting out with as little as £5 on your page can help you go on to raise £118 more. So make that first donation on your page and watch as the rest roll in.

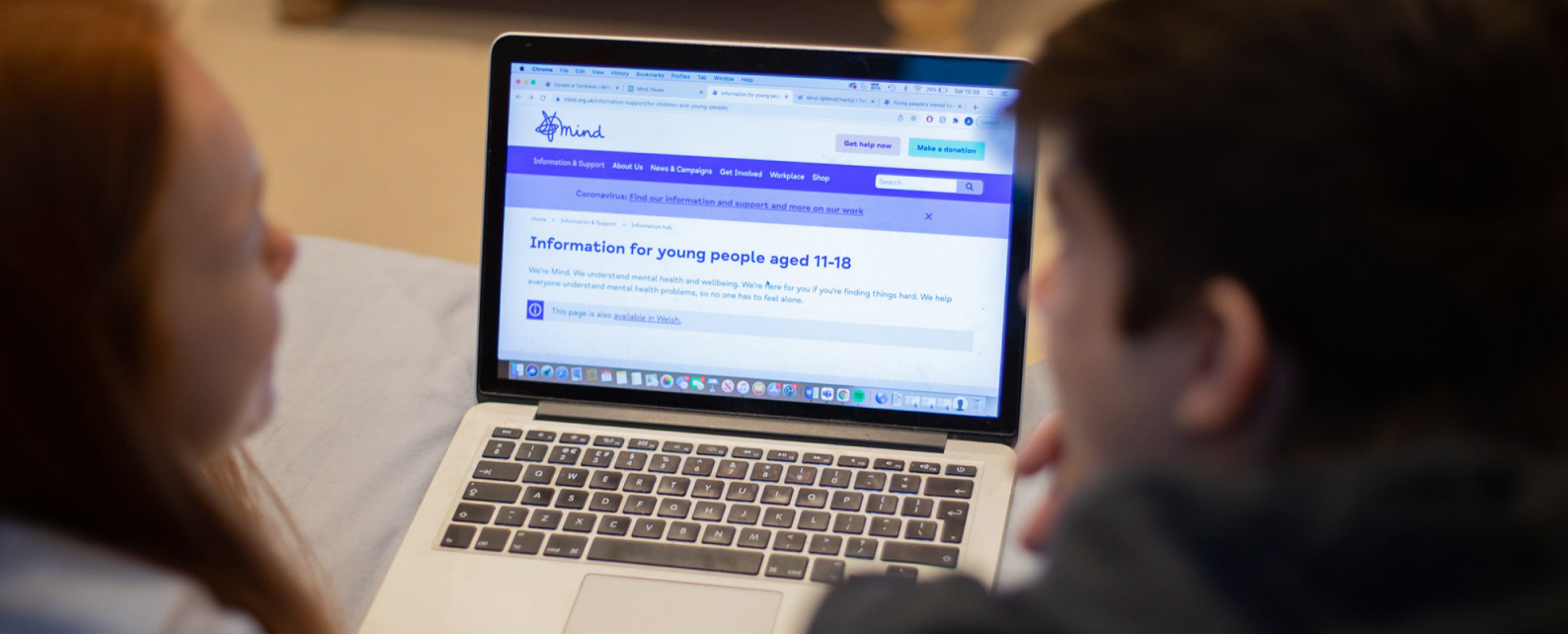
5

## Update your supporters

Research shows that those who post updates get on average 8% more donations. Have you been out training every morning this week or gotten a new personal best?

Use your page as your diary and make sure you show off your process to everyone with regular updates. And don't forget the photos.





# 6

## Post photos

Include photos in your updates, whether it's a sweaty selfie, a snap of a fundraising event or a cute dog you saw out on a training run, photos will help share your fundraising journey with your supporters. Plus, fundraising pages with photos or videos tend to raise 14% more per photo – it would be rude not to.

# 8

## Saying thank you

Manners go a long way. Remember to say thanks to all those who have supported you. Let them know how much their supports means to you. And if you do this online, it's also a reminder to everyone else that you are raising money for Mind.

# 7

## Share, share and share

Share your fundraising page across all your social media accounts and raise more. Don't be afraid. People want to hear about all the great things you are doing and every share on social media is worth an average of £10.

# 9

## Use your email signature

Adding your fundraising page link to your email signature is a great way to spread the word about your challenge and get your page out there. JustGiving even have 'sponsor me' badges you can include. It only takes a few minutes to update your signature and then with every email you send, you will be raising awareness and attracting more donations.

# 10

## Keep it going

After you have finished your event, make sure to follow up with any update about all your wonderful achievements and don't forget to include a photo with that all important medal. Remember, 20% of donations come in after the event has finished, so just keep it going.



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