

Personal page best practice

Profile picture added
Fundraisers with a profile picture had an average of 262% more donors than those who didn't

Personal story included

Fundraisers with a page story raised 315% more on average

Updates on progress

Fundraisers who posted an update had an average of 73% more donors than those who didn't

Cover image updated

Fundraising target

Sharing your page

Saying 'Thank you'

Fundraisers who said thank you on their page had 59% more donors on average

Donate to self

Fundraisers who self-donated raised 81% more on average

