A visual guide to

Creating the perfect Fundraising Page on JustGiving

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Here's how we crunched the numbers: We analysed over 600,000 Fundraising Pages created on JustGiving.com between June 2013 and July 2014 where fundraising activity had been completed. We created groups of similar Fundraising Pages, so we could make a fair comparison between people that used certain features vs those that didn't.

### Introduction

Raising money for charity shows someone cares deeply about your cause. Doing it online with a Fundraising Page makes it easy for them to share their story on Facebook, Twitter and on email, so they can inspire more people to give to your charity.

When your supporters share their Fundraising Pages, you want them to look their best. That's why we've put together this visual guide. It includes six top tips so you know the key features that will help them raise more for your cause.

And if you'd like to share these tips with your supporters, simply <u>download our handy checklist</u>

Enjoy!



## 1. Tell their story

People will give more if they know why someone cares for your cause. In fact, it could help them raise 9% more.





## 2. Set a target

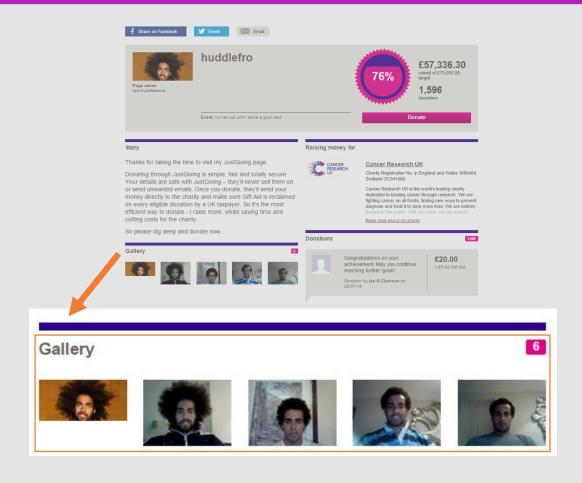
Fundraising Pages with a target raise 46% more. Encourage people to be brave and tell the world what they're aiming for.





# 3. Add photos

Fundraisers with pictures on their page raise 14% more per photo. A legitimate excuse for a #selfie.

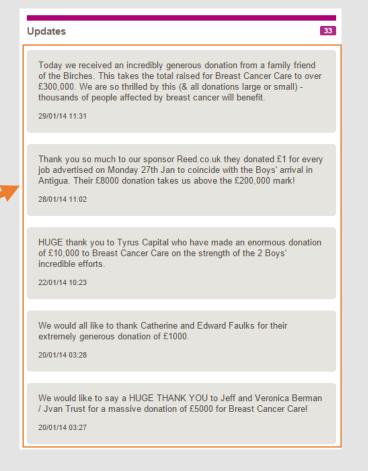




## 4. Share updates

Have they been out training or have some news to share? Get them to post an update and they could raise an extra 6%.







#### 5. Create a team

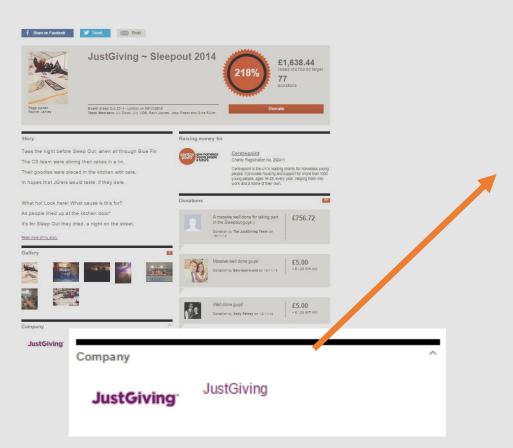
Encourage them to fundraise with friends. There's strength in numbers – people that are part of a team raise 10% more.





# 6. Join their company

People can impress their bosses by linking to their company's page on JustGiving. It could boost donations by 20%.









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