

# How to create a successful online fundraising page



Here are our top tips for creating your online fundraising page. The Sick Children's Trust is registered with JustGiving, Facebook and Virgin Money Giving.

## ★ Arrive early at the party

It's been shown that online fundraising pages created at least three months before an activity date will raise more money than those which are set up closer.

## ★ Let people know why you're fundraising

Adding why you've chosen to fundraise for The Sick Children's Trust will engage your followers. You could also add that it costs £30 a night to support a family so people know where their donations are going. This might also prompt donations around that figure.

## ★ Set a fundraising target

Your supporters will want to help you reach your fundraising target, so make sure you do set one. Analysis has shown that just having a target on your fundraising page can increase money raised by up to 45%

## ★ Upload a profile picture

Use this as the perfect excuse for a selfie - fundraisers who use a profile picture on their online page raise up to 23% more than those who choose not to.

## ★ Post updates and photos

Update your supporters with news and photos from your fundraising journey as they'll want to know how you're getting on.

Hit a fundraising milestone? Post a photo.

Struggled with your last run? Let your supporters know.

Are there a few days before your event? Post an update.

You never know, they might give you an extra boost!

### Did you know?

**20% of online donations can come in after an event is over, so be sure to update your page when you've finished!**