



Top Tips to promote your JustGiving page

Upload pictures and videos



Greet your supporters with a beaming picture of yourself! You can upload up to ten photos, so why not add a few more to really tell your fundraising story? Keep updating your page with new photos to keep it looking fresh and up to date!

Share far and wide



Your supporters can donate to your page without even having to leave Facebook! Share your page with your Facebook friends and ask them to like, share and donate. You can also share via email, Twitter and you can even add a 'sponsor me' button to your signature strip.

Tweet your page



Tweet your followers with your link and ask them to retweet it to their followers. The more people that retweet, the more people that will see your page.

Make the first donation on your JustGiving page as large as possible



The first donation on your page will set a precedent for other people to follow. If the first donation is high then you are more likely to receive other donations of a similar amount. This should help you maximise your fundraising and reach your target much faster.

And the most important tip of all... THANK PEOPLE!



Saying thank you is super important - update the story on your page, send emails out to thank your donors, tweet and update your Facebook status to thank people as they donate. Let people know what their support has meant to you and what a difference it will make to the people we support.



Don't Forget - Tell your story



An engaging story can make all the difference - it's all about letting your supporters know why you're fundraising and what it means to you!

If you're challenging yourself with an event, let people know how much effort you're putting in! If you're celebrating something or someone, tell your supporters why.

Show donors what their support will do



People love to know the impact of their giving, so if you can, tell them exactly how their donation will help. Talk to us about the work we do and what the money you raise is helping with.

What could a £10 donation provide?

What does a £50 donation mean to the people we support?

How could a £100 donation change lives?



Looking for more ideas?

- Email all your contacts in a group email and send fun reminder emails.
- Promote your page with social media – Facebook, Twitter, Instagram and YouTube!
- Put your page address in your email signature: I'm running the London Marathon! Please sponsor me at www.justgiving.com/yay
- Set a target for yourself
- Print your JustGiving page and stick it up in the office