

How to make your CHSS online fundraising page look great and work really well



Are you getting the most from your fundraising page? Use this checklist to make sure you're taking advantage of all the different features.

1. **Tell your story.** People give more if they know why you have chosen to support CHSS. In fact, studies show they can give up to **9%** more.
2. **Set a fundraising target.** Be brave – tell the world what you are aiming for! Fundraising pages with a target raise **46%** more. If you reach your target early, raise it again!
3. **Add photos.** Fundraisers with pictures on their page raise **14%** more per photo. Finally, a legitimate excuse for a #selfie!
4. **Upload a video.** People give an average donation of £28.77 after seeing a video. Vine and Instagram enable short videos to be posted for free and Instagram videos play automatically on Facebook. There's lots of simple online apps to help you edit video taken on a smartphone so get that camera rolling!
5. **Add picture, video or text updates.** Regular updates keep your page looking fresh and give you plenty of opportunities to share it. Just done a training run? Tell people how you got on and how tough/cold/wet it was!
6. **Add on any money you've raised offline.** Add any cash or cheque donations you've collected so everyone can see the total amount you've raised. You can do this by signing into your account and updating it manually.
7. **Create a team.** There really is strength in numbers - pages that are part of a team raise an average of **10%** more.
8. **Get creative.** Give people an extra reason to donate. "If I raise half my target in a week I'll do the challenge in a onesie!"
9. **Keep sharing your page link.** Share on Facebook, Twitter, WhatsApp and any other social media. Every share can generate £5 more. Spread the word and encourage good friends to share and like your post too. On Facebook - 'Pin' a post with your page details to the top of your profile so it stays there.
10. **Share with people around the end of the month.** It's a simple and well know fact – people are more likely to donate after pay-day!
11. **Say thanks!** Tag your friends in thank you updates on social media. It gives them a glow and friends yet to donate will want to get on that list! On many of our event fundraising pages you can add a thank you note under your friend's donation.

And finally – it's all about timing... Donations peak 3-5 days before you undertake your challenge – make sure you share the link in this time.

Don't forget to send round the link again once you have completed your activity. You can add up to a further **20%** to your total this way. Let your contacts know how it went, thank them for their support and include any pictures if you have them.