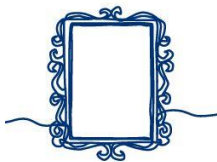


# 10 top tips to boost your online fundraising page

Promoting your events can be a daunting task. So we've come up with some great tips to help you promote your event, raise awareness for mental health and really get the most out of your online fundraising page.

## 1. Profile picture



A perfect excuse for a selfie! Include a photo of yourself as your profile picture so that it's clear it's your fundraising page.

## 2. Update your supporters

Have you been out training every morning this week? Or are you busy arranging fundraising events and planning something big? Make sure you show off your progress to everyone with regular updates – and don't forget the photos!

## 3. Set a target

Shoot for the stars! It has been proven that those who set fundraising targets tend to raise a lot more money. Add a target to your page and if you reach it, raise it and raise it again!

#### 4. Tell your story

Personalise your page summary with the reasons why you're supporting Mind in Mid Herts and why donations are important for the cause, it will encourage more people to donate.



#### 5. Post photos



Include photographs in your updates whether it's a sweaty post-training photo or a snap of a fundraising event you're holding. This will help you to show all the hard work you're putting in.

#### 6. Share and share alike

Share on all your social media accounts to promote your event and raise more. Don't be afraid, people want to hear about all the great things you are doing! According to Just Giving, every share on social media is worth an average of £10.

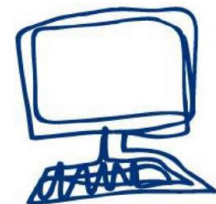
#### 7. Saying thank you



Remember to say thanks to all those who have supported you. Let them know how much their support means – and, if you do this online, it's also a reminder to everyone else that you're raising money for Mind in Mid Herts.

#### 8. Use email

There will be a lot of your friends, family and neighbours who don't use social media and will be missing out on all the fun. Remember to send out emails to keep everyone in the loop.



#### 9. Incentives

Advertise a prize for the sponsor who tips you over the £100 mark, the £500 mark, the £1,000 mark... this is a great way of pushing your target higher and encouraging your network to give multiple donations!

#### 10. Keep it going

After you have finished the event, make sure you follow it up with an update on how it all went. It's been shown that 20% of donations come in after an event has ended, so keep it going!

## Get in touch



Contact Maja on [media@mindinmidherts.org.uk](mailto:media@mindinmidherts.org.uk) for further fundraising tips and advice.



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