








How to make the most of your JustGiving page

Follow the tips below to smash your fundraising goals for FareShare South West!

-  **The sky's the limit!** Make sure to include an ambitious target. Your supporters will love helping you hit milestones and get closer to your goal - pages with a target raise on average **17% more**, so aim high. And don't fret, if your target isn't reached, every £1 you raise will still be sent to us directly and could pay to redistribute food for four meals!
-  **Get personal!** Add some information about you and why you've chosen to fundraise for FareShare South West: a personal story on your page could help you raise **65% more**. Make sure to choose a catchy title and personalise your URL too (e.g. /georgia-abseils-the-gorge)
-  **Say cheese!** Your friends and family want to support you and your amazing fundraising, so a few great snaps on your page never go amiss - we're 100% in favour of selfies.
-  **Get the ball rolling...** encourage your supporters to give by making a personal donation on your page to kick-start your fundraising. Research shows this can help you raise a massive **85% more!**
-  **Share, share, share!** Social media will be your best friend when it comes to getting the word about your fundraising. You're doing something amazing - fighting hunger and tackling food waste - so make sure you shout about it. The **top 20%** of fundraisers share their page on average 12 times, so if you're worried you're starting to sound like a broken record remember you're definitely not!
-  **What if they're not on socials?** That's ok, we know not everyone uses social media - how about sending out an email with a link to your page, or adding it to your email signature?
-  **Keep us updated!** Let your supporters know how you're feeling in the build-up to your event by adding updates to your page - have you been out training? Getting nervous about the big day? Hit a mega milestone? Let everyone know about it, and take the opportunity to say a massive thank you to everyone who's supported you so far!

Questions about your fundraising? Email georgia.langley@faresharesouthwest.org.uk

