

# 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!** 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, even if your target isn't reached, **every £1 you raise** will still be sent to us directly, providing **enough food for 4 meals**.
-  **Get personal!** A personal story on your page could help you raise **65% more**, so add some information about you and why you've chosen to fundraise for FareShare South West. Make sure to choose a catchy title and personalise your URL too (e.g. /petra-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 don't worry about sounding like a broken record!
-  **What if I don't use social media?** That's ok – we know not everyone uses social media. How about sharing the link to your fundraising page via email, message, or on a group chat? You can even add 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 [petra.morley@faresharesouthwest.org.uk](mailto:petra.morley@faresharesouthwest.org.uk)

