

# Top tips for online fundraising



Add a photo of yourself to your fundraising page. Fundraisers who have a photo receive 14% more donations for each photo or video.



Tell your story about why you are fundraising, why it matters to you.



Aim for a target – your supporters would love to help you achieve this. Pages with targets receive 46% more donations than those who don't, so aim high!



Share your page on social media or by email – people really like reading positive stories, and it will spread a bit of joy amongst your networks. Make sure you tag us @nhslothcharity and #TNESD



Keep everyone updated about your fundraiser and what you have achieved to date on social media or through the update function on your fundraising page.



After you finish your fundraiser, share your page again, so people can celebrate with you. 20% of donations come in after an event has ended.