

1. **Use a picture:** Fundraisers with pictures on their page raise 14% more per photo, so get some pictures of you taking part in the event or training for it to share with your supporters.
2. **Tell your story:** Are you a single parent, or raised by a single parent? Or know someone who is a single parent and that's what moved you to fundraise for Gingerbread? Tell your story, make it as personal as possible – stories resonate with people.
3. **Set a target:** Pages with a target raise 46% more. Aim high and tell the world.
4. **Sharing:** Share your fundraising page anywhere you can, including social media and WhatsApp to help to get the word out.
5. **Messages:** Not everyone is on social media of course, and sometimes a nicely worded, personalised message is what it will take for that person to donate.
6. **Be creative:** Think of new and exciting ways to make people excited about your fundraising, wearing a costume if you reach a certain amount, video messages to thank your supporters etc.
7. **Update your Page:** Remember to keep your fundraising page updated, give news on your training, how your fundraising is doing, or news you might have about the charity, a new case study, quote etc.
8. **Not over until it is over:** 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did, using pictures and videos from the event.
9. **Show donors what their support can do:** Give some examples of what it is that Gingerbread does, and what their donations can support. If you know someone's personal interests, target towards that – for instance, someone might be an activist, so let them know about our wider campaigns work.
10. **E-mail signature:** Ask your workplace if you can change your e-mail signature to include your fundraising page and a small blurb on what it is you're doing.
11. **Contact local press:** Doing something unique? Contact local press and radio and see if they would help you promote your fundraising.
12. **Share your progress:** Be sure to share with people how your training or planning is going, how close you are to your fundraising target. You might even break down what is left and how many people it would take to reach your target: e.g. "I am £140 from my target. Can I get 14 people to donate just £10?"
13. **Thank people:** Remember to thank people, because people love to be thanked and, if you do it publicly – on social media for example – other people might see and want to make a donation.
14. **Know when to ask:** Be strategic. Contact friends and family, those who are more likely to donate, and ask them first as people can be intimidated by an empty page. It's good to have some donations already on your page for when you start promoting it more publicly. People are also more likely to match donations made on the page already, so if you have some generous donations, it can help you reach your target.
15. **Textgiving:** JustGiving might have ended their textgiving option, but we have teamed up with Donr and can create codes for you to share with your supporters for them to donate. Please e-mail: daniel.david@gingerbread.org.uk if you want one created for you.