TOP FUNDRAISING TIPS
Small ideas to help make big money

What you’re doing is awesome! Make it easy for friends and family to support you by setting up an online fundraising page with Just Giving or Virgin Money Giving.

Once you’ve got your page set up, follow these simple steps and you’ll smash your fundraising target in no time! It’s never too early to start fundraising – the earlier you create your page the more you will raise.

1. Add a photo to your profile
   - A profile picture can increase your page performance by 90%

2. Share your story – tell people why you’re fundraising in the story section
   - Explaining why you’re fundraising for Young Lives vs Cancer could increase donations by 82%

3. Set a fundraising target
   - Pages with a target raise 78% more. Keep upping it when you reach it – the sky is the limit.

4. Make a donation yourself
   - People who donate and kick start their fundraising raise around 100% more

5. Update your page – share photos and write a few lines each week
   - It only takes a minute to share an update, but it can increase donations by 8%

6. Share your link on social media, in a text and in your email signature
   - The top 20% of fundraising pages share their page on average 12 times!

7. Turn your page into a QR code
   - Adding /qrcode to the end of your fundraising page link, creates a QR to add to your posters

8. Connect your fitness apps
   - People who share their training raise around 86% more

We’re with you every step of the way.

Fancy a chat about your fundraising or just need some advice? You can always drop us an email at fundraising@younglivesvscancer.org.uk or give us a ring on 0300 330 0803.