

# TOP TIPS FOR YOUR ONLINE FUNDRAISING PAGE

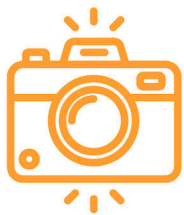
Thank you so much for choosing to support FoodCycle!  
Read on for some top tips on making your fundraising page look fabulous and boost those donations!



## THE BASICS

You can set up a fundraising page by visiting [www.justgiving/foodcycle](http://www.justgiving/foodcycle).  
Your funds (and any Gift Aid) will automatically be transferred to FoodCycle.

Don't forget to complete the summary section - this can boost your donations by 65%!  
Grab people's attention by adding your reasons for taking part - people are more likely to make a donation if they know why the cause is important to you.



### GET SNAP HAPPY!

Adding a picture is a great way to get people's attention. While you are preparing for your event keep your page updated with new photos and remember to upload one once you have finished.

## START SPREADING THE NEWS

Share your page on your social media channels and email it to your friends and family. You could also share it with your school or workplace or send the link to your local media using our template press release.



### TALK ABOUT TARGETS

Declaring your fundraising goal is a great way to encourage people to help you hit your target.

Let people know what a difference their support means to FoodCycle by sharing some top stats on how their money could be used. For example - just £10 could stock up a Project's store cupboard for the week, £50 could buy a set of aprons for volunteers.

You can find more information about the impact of our work at <https://foodcycle.org.uk/who-we-are/foodcycles-impact/>

## KEEP IN TOUCH

Remember to post regular updates about your fundraising. It encourages people to re-visit your page, and to share your cause with their friends. Updates on how close you are to your target can be a great way to persuade people to help you hit your goal!



## TEAM FOODCYCLE

Don't forget we are here to help you every step of the way! If you have any questions please get in touch at [fundraising@foodcycle.org.uk](mailto:fundraising@foodcycle.org.uk)