



Add a photo

Pages with photos raise 14% more.

Add a profile picture

Having a profile picture increases the amount you raise by 25%.

Add a page summary

Pages with summaries perform 9% better than those without.

The screenshot shows a fundraising page for Shooting Star Chase. At the top left is a large photo of a pink knitted hat with two black buttons. To the right of the photo is a fundraising progress bar showing 4% raised of a £150,000 target by 218 supporters, with a 'Donate' button and a 'Share on Facebook' button. Below the photo is a profile picture of a pink knitted hat labeled 'Steelie' and a short bio: 'We're raising £150,000 to help support local babies, children and young people with life-limiting conditions and their families.' Below the bio is a 'Story' section with a paragraph of text and a 'Read more' button. To the right of the story is a 'Supporters' list with three entries: 'Scratch Good luck! £20.00', 'Fitch Good luck! £15.00', and 'Sparklina Good luck! £10.00'. Below the supporters list is a 'Show more' button and a 'Donate' button. At the bottom left is an 'Updates' section with a profile picture of 'Steelie' and a paragraph of text. Social media sharing buttons for Facebook, Email, and Twitter are located between the story and the updates section.

Add your fundraising target

Having a target increases the amount you raise by 39%.

Link to Shooting Star Chase

Adding a link to the charity you're supporting increases the amount you raise by 11%.

Link to a team

If you're part of a team create a team page for all members to link to. This increases the amount you raise by 9%.

Update your page

Keeping your supporters up to date with your progress increases the amount you raise by 6%.