

## Add a photo

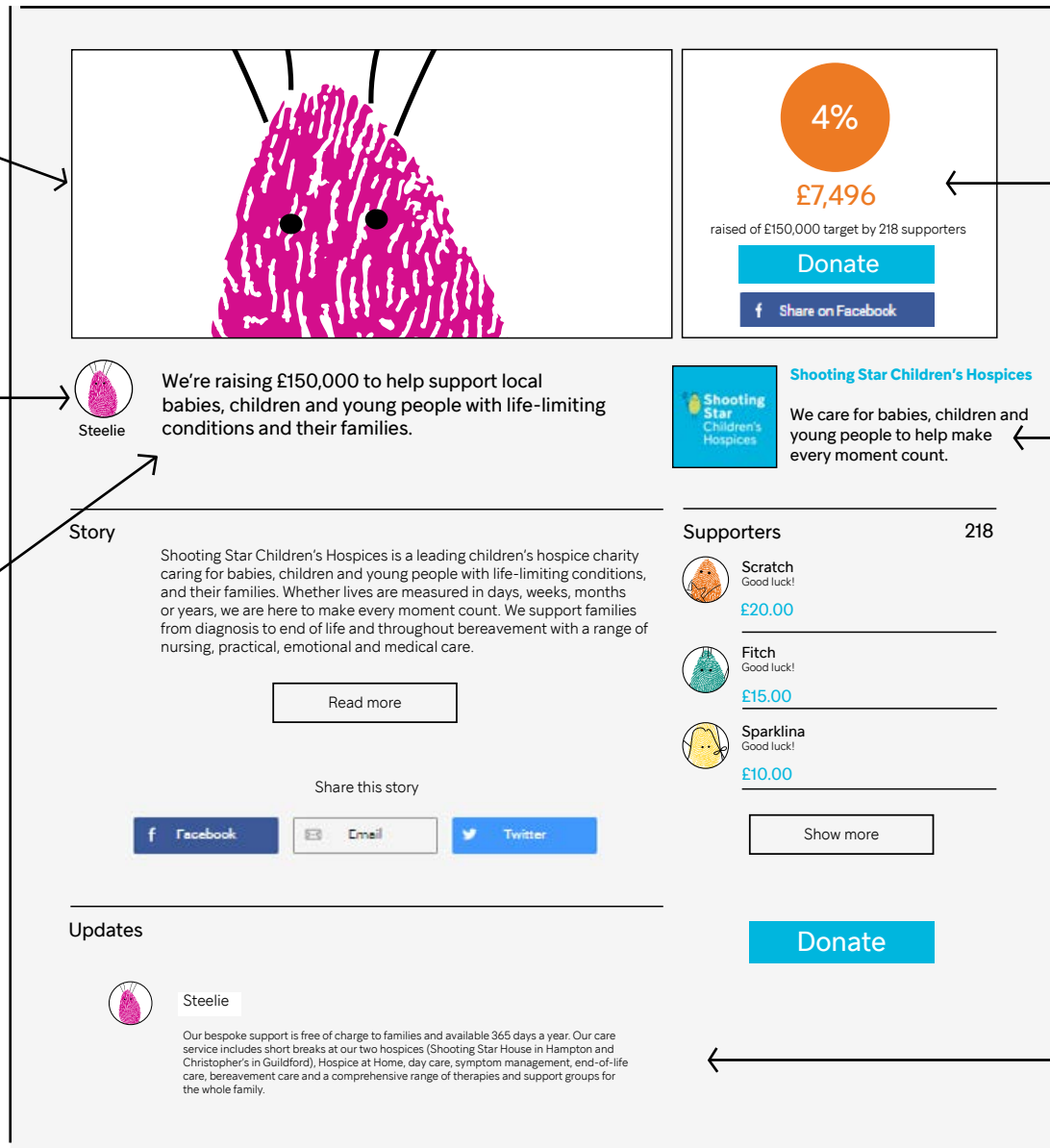
Pages with photos raise 14% more.

## 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 Children's Hospices. It features a large pink fingerprint graphic at the top, a progress bar showing 4% raised (£7,496) towards a £150,000 target, and a list of supporters including Scratch (£20.00), Fitch (£15.00), and Sparklina (£10.00). The page also includes a 'Story' section with a summary of the charity's work and a 'Donate' button.

**Annotations:**

- An arrow points from the 'Add a photo' text to the large pink fingerprint graphic.
- An arrow points from the 'Add a profile picture' text to the profile picture of 'Steele'.
- An arrow points from the 'Add a page summary' text to the 'Story' section.
- An arrow points from the 'Add your fundraising target' text to the progress bar.
- An arrow points from the 'Link to Shooting Star Children's Hospices' text to the charity logo.
- An arrow points from the 'Link to a team' text to the 'Supporters' list.
- An arrow points from the 'Update your page' text to the 'Donate' button.

## Add your fundraising target

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

## Link to Shooting Star Children's Hospices

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%.