

# Fundraising online

An online fundraising page is a great way to easily collect donations from your supporters. All the donations come straight to us – so you don't need to do anything.

Visit **[www.justgiving.com/mrf](http://www.justgiving.com/mrf)** and click on 'Fundraise for us' button. It's well worth the effort of spending a little extra time personalising your page. Here are our top tips:

## Profile picture

Add pictures of you or the reason you're supporting MRF – having a picture can increase donations by **23%**

## Set your target

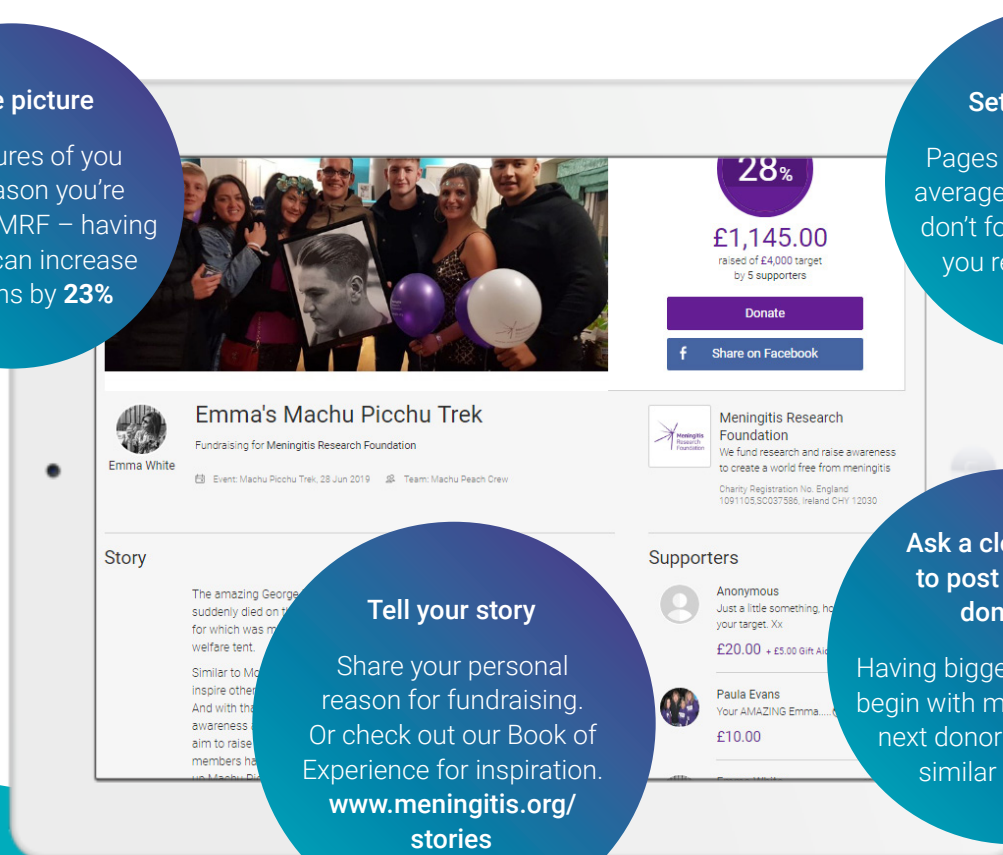
Pages with a target on average raise **46%** more, don't forget to update if you reach your goal

## Tell your story

Share your personal reason for fundraising. Or check out our Book of Experience for inspiration.  
**[www.meningitis.org/stories](http://www.meningitis.org/stories)**

## Ask a close friend to post your first donation

Having bigger donations to begin with means that your next donors will donate similar amounts



## Don't forget about your page after you've set it up:

- **Share your page** – share your page on all of your social media accounts, don't forget texting and emailing friends as well
- **Get creative** – silly challenges for set amounts help get people excited: 'If I reach £200 I will do my event in a purple wig'
- **Update your page** – share your progress so supporters can follow your fundraising journey – sharing pictures can raise 14% more per photo... so get sharing!
- **Keep going** – 20% of donations come in after you've done the event so let people know how you did