

What to write on your online fundraising page

Brent, Wandsworth and Westminster 

Now you've set your fundraising page it's time to personalise it with your story and reasons for supporting us!

Not sure what to write? We've pulled together this guide to help you with some tips of what to include on your online fundraising page and how to maximise your donations.

Did you know that adding a personal touch to why you are fundraising for us can help increase donations by 36%?

What are you doing to raise money?

Think about:

- What are you doing to raise money? Are you running the Royal Parks or climbing the Three Peaks ?
- Why will this be a challenge for you? Are you a newbie runner and have signed up to your first half marathon?
- Do you have any anxieties or fears around how you're challenging yourself?
- Shout about the amazing fundraising you are doing and all your efforts going towards it!

Why have you decided to fundraise and support us?

Think about:

- What motivated you to fundraise?
- Why did you want to raise funds for your Local Mind?
- What is BWW Mind important to you?
- Do you have a personal connection to the cause?
- What kind of work do we do and why is it important?
- Don't forget to include a link to our website - www.bwwmind.org.uk

Top Tip

If you're finding it a little tricky to find the write words, you can use the JustGiving 'Story Enhancer'. On 'Personalise Your Page' click 'Enhance my Story'. You can select up to 3 words to create a tone to your story and it will rewrite this for you.

Don't worry, you can still make edits and add personal touches of your own!

