



# The key ingredients

Adapted from the JustGiving Toolkit

The screenshot shows a fundraising page for 'Chelley's second marathon' by Michelle Allen. The page includes a progress bar at 83% (£1,248.95 raised of a £1,500 target), a story section, a list of supporters, an updates section, and photos. Numbered callouts point to: 1. Fundraising summary (83% progress), 2. Target (£1,500 goal), 3. Image (Michelle Allen), 4. Story (text about the marathon), 5. Updates (input field for new updates), and 6. Donations (list of donors and a 'Donate' button).

## 1 Fundraising summary

Keep it short and sweet. This will be what people see when they land on your Fundraising Page, or when you share it on social media. There's a word count for a reason – get to the heart of what you're raising money for, and why it matters.

## 2 Target

Setting a target creates momentum and gives you a goal to focus on. Aim for the minimum you need to make your good thing happen. Be ambitious and realistic.

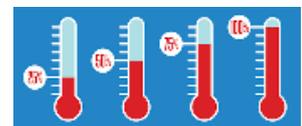


## 3 Image

Let your picture do some talking too. Grab your smartphone or digital camera and capture something that helps to tell your story. People like people, so show your supporters the faces of the person or community who'll benefit from your hard work.

## 4 Tell your story

Explain why you are raising money, and why the A Better Chance means so much to you. The people reading it will be friends, colleagues and loved ones so don't be afraid to open up and be emotive.



## 5 Updates

They might look small, but they pack a big punch. Updating your supporters on how things are going, how close you are to your target, or just saying thanks for all their help will keep them engaged. And an engaged audience is more likely to spread the word about what you're up to.

## 6 Include all your fundraising

Make sure you include the donations you've received by cash and check so that all of your efforts can be seen.

If you need help with your fundraising efforts contact: [development@abetterchance.org](mailto:development@abetterchance.org)

You can send cash and checks to :  
A Better Chance  
c/o Development Department  
253 West 35th Street, 15FL  
New York, NY 10001

# Some writing tips



**Be clear and direct.** Use simple language and short, punchy sentences. It will make your story much easier to read. Keep things honest, straightforward and sincere.

**Ask a question.** Asking your reader a direct question can help them to connect emotionally with your campaign. Don't be afraid to challenge them and make them think. That's how you'll make your appeal stick in their head.

**Read it out loud.** This is the easiest way to spot grammatical errors, repetition, and any bits of your story that don't make sense.

# Image tips



**Be authentic:** There is no perfect photo. Grab your digital camera (or your smartphone) and get snapping!

**Take landscape photos:** Your Fundraising page looks best when you use a photo with landscape orientation, rather than portrait – that way, your image will fill the space and we won't accidentally cut anything important out of the photo.

# Promotion tips



## Social media

Sharing your Fundraising Page on social media is the easiest (and quickest) way to get your cause out there. Just click the Facebook and Twitter share buttons on your Page, and leave a comment to let people know what you could achieve with their support. Remember that different channels will help you in different ways:



**Facebook** – a place to get the word out amongst people you know. Why not build a network around your fundraising by creating a Facebook page and post regular updates to keep people involved? Post loads of images too - they grab people's attention much better than text.



**Twitter** – a place to meet likeminded people. People chat by hashtagging (#) keywords and phrases. Check out trending topics on the left to see if anything is relevant to your cause and use hashtags in your tweets to help the right people find you. Again, don't forget to add pictures!



**WhatsApp** – The social messaging app can be a really great way to spread the word amongst your friends, and keep them entertained with quick updates about your fundraising and your training for your challenge.