

Top tips for making the most of your fundraising page

Personalise your message

The best fundraising pages tell a really good story. Let people know why you're going to the trouble of raising money for the Masonic Charitable Foundation.

“The Masonic Charitable Foundation is one of the largest grant-making charities in the country. In the last twelve months alone, the Foundation has given over £160,657 in grants to Masonic families living in Buckinghamshire and almost £16million to families living in England and Wales. Each year, the Foundation provides over £4.8million to local and national charities that help vulnerable people, advance medical research and provide opportunities for young people.”

Add photos and videos

Personal photos make your page much more engaging. It gives you lots of scope to be funny, imaginative and compelling and gives your supporters a good reason to send your page on to their friends.

Tell generous donors first

Ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if it's generous donors first, all the better!

Put a link in your email signature

Add your page's web address to your email signature. That way, every email you send raises awareness of your fundraising and attracts more donations.

Keep your page up to date

Post regular updates on your progress and upload new photos. It gives people a reason to come back to your page and encourages them to donate again or to send your page on to their friends.

Send a follow-up email

Be persistent. It takes more than one round of emails to reach your target. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request.

Get social

Post your page link on your social media channels, Facebook, Twitter, Google+ and LinkedIn for example. And don't stop there, post your page link on the Foundation's Facebook and Twitter pages as well as the Provincial pages.

Facebook: facebook.com/themcf || facebook.com/bucksmasons

Twitter: twitter.com/masonic_charity - @masonic_charity
twitter.com/BucksMason - @BucksMason

Personalise your thank-you

You can edit the thank-you email that is automatically sent to people who donate by logging in to your account and going to 'Edit your thank-you message'. Make sure you encourage people to send your page on to friends who might be interested in sponsoring you.

Keep fundraising after your event

Around 40% of donations through fundraising pages come in after people finish their event. So keep fundraising once you've crossed the finish line - it's a good chance to email an update and a final appeal!