

## 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](https://facebook.com/themcf) || [facebook.com/bucksmasons](https://facebook.com/bucksmasons)

Twitter: [twitter.com/masonic\\_charity](https://twitter.com/masonic_charity) - @masonic\_charity  
[twitter.com/BucksMason](https://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!