

# Top Tips

## Our 10 Top Tips for Online Fundraising

### 1. Promote your selfie

Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a #selfie.

### 4. People tend to match what has already been pledged.

So send your donation page to those who will be most generous or kick start things yourself by doing an anonymous donation.

### 6. Add a video or livestream

Add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why your cause is so important.

### 9. Encourage others

Convince your friends to take part and raise money as well ...as it makes the experience more fun! Be persistent, people may not sponsor you the first time you ask so send an occasional reminder.

### 2. Tell your personal story

Why do you care? Tell your story about why you are fundraising, people respond to a personal story much more than generic text.



### 7. Email Signature

Add your online fundraising page as a link on the bottom of your email signature with a brief explanation of why you are taking on the challenge.

### 10. It's not over 'til it's over

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

### 3. Shoot for a target

Pages with a target raise 46% more. Aim high and tell the world.

### 5. Don't forget to share

Sharing on Facebook, other social media platforms and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing. Don't forget about email there are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.

### 8. Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress.



**And don't forget to say a big thank you to everyone who sponsored you**

**You can also use our premade social media post imagery to share online!**

Encourage people to sponsor you or sign up themselves - just head to:

**[rbli.co.uk/the-falklands-forty-challenge-downloads](https://rbli.co.uk/the-falklands-forty-challenge-downloads)**

Where there is plenty of things to help you make your fundraiser successful!



Royal British Legion Industries (RBLI) Charity No. 210063. RBLI, Hall Road, Aylesford, ME20 7NL, Kent

 [rbli.co.uk](https://rbli.co.uk)

 [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)

 @RoyalBritishLegionIndustries

 @RBLICharity

RBLI is completely separate to The Royal British Legion and receives no financial support from the annual poppy appeal. The charity must raise its own funds to deliver care and employability support, and build more homes