



Top tips

For getting the most out of your online fundraising page

1 | Make it personal

Fundraising pages with a profile picture and the reason you're supporting Age UK have twice as many donors, so get your profile ready to roll!



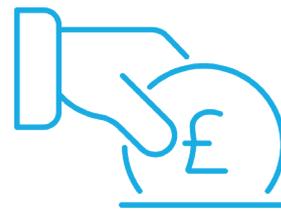
2 | Fundraising goals

Your fundraising goals will inspire your donors to help you get there. And just like the finishing time you're after, you can always set yourself a more ambitious target.



3 | Show your progress

Think of your fundraising page like your social media - keep the updates flowing with lots of pictures of how your training is going. And make sure you share your page far and wide!



4 | Kick start your fundraising

Get your fundraising started with a donation to yourself. Your supporters will love your dedication and try and match your own donation.

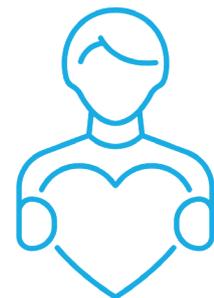
5 | Strava profile

Share your page on your Strava profile! Did you know that pages shared on Strava raise up to **45% more!***



6 | Say thank you

Remember to reply directly to donations on your page to let donors know how much their support means. And it works - fundraisers who say thank you get **50% more donations!***



*Taken from Enthuse Pulse Survey 2023

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