

How to achieve fundraising **success!**

Rebuilding lives after stroke

Stroke
Association



Tip 1:

Set yourself a target

Our perfect page analysis shows that setting a page target can increase the **amount raised by £200!**



Tip 2:

Add a picture – so everyone knows it's your page

A perfect excuse for a selfie - people that add a profile picture to their page raise **double their fundraising!**



Tip 3:

Tell your story – Why is the Stroke Association important to you?

You guessed it, fundraisers with a page summary raise **£150 more!**



Tip 4:

Keep them updated – people want to hear how hard you have been training, or what you have been up to.

Fundraisers that posted updates to their page raised **46% more** than those with none



And don't forget to share, share, share!

People who repeatedly share their page on social media raise more than those who don't.