



1. Ask your family or friends to donate first.

Before you share your page, ask a few friends or family members to make a donation, to get the ball rolling. A fundraising page will attract more donations when others have already led the way. It also helps people to have trust in a page!

2 Share your fundraising page often.

Be sure to share your page often (at least once a day) as posts quickly get pushed down people's feeds! Consistent posting will help you to reach more people and in turn raise more.

3. Use lots of different channels

Utilise as many different channels as possible, send emails to colleagues, use WhatsApp to share your page with family and friends, post to social media channels. The more channels you use, the more potential donors you will reach.

4. Include clear call to actions

It's important to include a call to action in all of your posts, regardless of the content. By being very clear in what you are asking people to do they will be more likely to take action. Also be sure that your fundraising page link is included in your post!

5. Create a cascading affect

Try to create a cascading effect on social media to reach as many people as possible. Ask friends, family members, neighbours and colleagues to share if they can't donate, as this will help your page to potentially reach more donors.