

Promoting your fundraising page

Once you've created your fundraising page, it's time to share your page on social media to get the word out!

Here are our top tips to promoting your page on social media:

- 1 Share the link to your fundraising page on Facebook, Twitter, LinkedIn or in your Instagram bio.
- 2 Try posting in the evening when more of your friends or followers are likely to be online.
- 3 Record a video of you explaining why you're fundraising to inspire people about your cause.
- 4 If you're doing an event or challenge, share photos or videos so people know you've done it.
- 5 Don't forget to tag Chestnut Tree House so we can like and comment on your post to say thank you!
- 6 Once the donations start rolling in, say thank you to make your supporters feel extra special.

A few extra tips...

The best way to encourage people to make a donation is to ask them directly. Don't be afraid to message your close friends and family.

You could also include a link to your fundraising page in your personal email signature, or your work one if your employer is happy for you to do so. Be sure to ask if they offer a match funding scheme.

If you have a blog or a vlog, don't forget to share it there too. If you're an online gamer, you can share your JustGiving link on Twitch!