

Maximising the impact of your online giving page

Creating an online giving page is a brilliant way to encourage your family and friends to support your Miles that Matter fundraising activity. If you need help creating your page then please do get in touch. To maximise the impact of your page, have a look at our suggestions below:

OUR STORY

Include your story

Your friends and family will visit your page because they care about you, so try to explain why you are taking on the Miles that Matter challenge for the Miscarriage Association. You can share as much or as little information as you feel comfortable with; we can help with suggested wording if you are not sure what to say.

Add a photo

Make your page unique to you and page viewers are more likely to make the effort to donate. If you're stuck for ideas, there are some resources here which might work. The more relevant and personal you can make your page the more people are likely to engage with it.



Explain what you are planning to do

Explain how you're going to fundraise, especially if it is something that people will be surprised by - if you are normally a bit of a couch potato, for example, or if it's something which is not made obvious by your challenge title, and remind them that their support will make a huge difference.

Set a fundraising target

Research has shown that having a target on your page increases donations by over 40%. So add a target to your page, and increase it if necessary when you're getting close so that your friends can see what difference their contribution has made. Research has shown that people often give more if the target has not yet been met, and less if it has already been exceeded!



Share your page

Don't keep your fundraising a secret! Send an email to your contacts with a link to your page, share it on your social media accounts, download a social media frame, or use the hashtag #milesthatmatter, ask your friends to share on their accounts, print off and personalise a poster, or even contact your local radio station or newspaper to get your message out far and wide. Not only is your fundraising really important to us, but spreading awareness about miscarriage and the support we can offer might be a lifeline to someone else in need.

Update your page

Please try to revisit your page a few times and post updates, an image of you as you work through your challenge, some thoughts on your training, anything that helps people keep up to date with your progress. If you share the updated page again, then people who missed the first share may see the update and donate.

Final update and thanks

After the challenge, remember to update your page with a final message of thanks to your donors, and perhaps add a few photos of your event if you can.

