

Tips for making your page work harder

1 | Add a photo



According to JustGiving, people with pictures on their page typically raise more money than those who don't. It would be fantastic if you could post some pictures of you training, ideally one in your YMCA marathon vest.

2 | Tell your Story



People will want to know what you're doing and why you're doing it. You might include things like:

- ▶ Whether or not this is your first marathon
- ▶ How tough you think it will be/ what your fears are
- ▶ Why you are raising money for YMCA or young people e.g. I care about this cause because...

3 | Set your fundraising target



According to JustGiving, pages with a target typically raise 46% more than those without a target. Remember, your target must be at least £1,900.

4 | Share your site on social media



E.g. via Facebook, Instagram, LinkedIn, Twitter...

5 | Send an email



Email your contacts with a brief note of what you're doing and include a link to your JustGiving page. We'll send you an email signature, which you can easily add to the footer of all your emails to provide a constant gentle reminder.

6 | Update regularly



Update your page with your training and fundraising progress. You can even link your Strava account so people can see all your hard work!

Invite people to 'match your miles' with a donation or make a donation alongside a song suggestion to be added to your training or marathon day playlist.

7 | Keep on going — even after you cross the finishing line...



According to JustGiving, 20% of donations come in after marathon day, so be sure to update your page and share news of how you got on.

8 | Don't forget to say Thank You



There is an automatic thank you message, but you can change it so it feels more personal.