

Fundraising top tips

1. Promote with imagery

Fundraisers with pictures or videos on their fundraising page raise 14% more per photo. A perfect excuse for a selfie or group photo.

2. Tell a personal story

Why do you care? Tell your story about why you are fundraising or share a real-life story to show how donations can make a life-changing difference.

3. Shoot for a target

Fundraising pages with a target raise 46% more. Aim high and tell the world.

4. Don't be afraid to share

Sharing across social media and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.

5. Don't forget about email

There are lots of colleagues, customer and clients who may not be on social networks but would love to hear about what your organisation is doing to support your automotive family.

6. Add a video or livestream

Add a video as a cover photo by adding a YouTube link to your fundraising page. Videos really help tell your story and why your cause is so important. You can also livestream directly on your page to show how you are raising money.

7. Let us know

Tell us what you're doing so we can help you spread the word. By letting us know you have set up a fundraising page or a specific area on your website we can share via our own extensive social media channels.

8. Keep updating your progress

Let supporters know how you are doing by updating them regularly, they will enjoy following your progress.

9. Encourage others

Convince colleagues, partners, clients and suppliers to take part and raise money as well...as it makes the experience more fun!

10. It's not over 'til it's over

20% of donations come in after an event has ended, so make sure you follow up after the event with an update about how you did.

When any member of our automotive family is struggling, we all rally to support them.

If you have any questions please call us on 01344 298 135