

Fundraising tips

Our top 5 tips to get started



1. Use our Giving Pages

When you use Cancer Research UK Giving Pages, we don't have to pay fees on donations through other charity platforms. So a larger chunk of the money you raise goes directly to our research.



2. Donate to your page

Making the first donation encourages others to follow your lead. Fundraisers who do this raise **20%** more.



3. Set a fundraising target

Fundraisers who set a target raise **145%** more than those who don't. We know that your supporters are more likely to donate if your target hasn't been hit yet.



4. Personalise your page image

Your header image will be seen when you share your page. Add your own photo to make your page unique.



5. Share your page

Sharing your page and updates will bring in the donations. A share is worth **£60** on average, so share widely and often.

Ask your friends and family to share your page too - those that do bring in **£40** more.

Ready to take your fundraising to the next level? Turn over...

More fundraising tips



6. Add posts and images

Keeping your supporters updated by sharing posts and images leads to more donations.

Fundraisers who add a post and image to their page typically raise **double** the amount.



7. Add a video

Adding a video to your page could raise up to **3 times** more.

Linking your own video has the most impact.



8. Connect a fitness tracker

Supporters love seeing the progress you're making in your physical challenge. Connecting to Fitbit or Strava can **triple** your fundraising total.



9. Join or create a team

Join or create a team and raise **50%** more together. A bit of friendly competition and a shared goal helps take your fundraising to new heights.



10. Add Gift Aid to donations

If your supporters pay UK tax, encourage them to add Gift Aid to their donation and the Government will give us **25%** extra, recovered from the tax that they pay.



11. Raise your fundraising target

When you hit your target, don't be afraid to raise it.

Fundraisers who increase their target raise an extra **51%** more than those that don't.