



Use social media to promote your page

Give your page a strong title

Include a short paragraph or subtitle to explain what you're fundraising for



Add pictures to make your page more personal and interesting

Event Details:

Add the name and date of an event, if you have one. Some large events may have competitions or extras available

Add your own story to personalise your page

Fundraising is as much about people as it is a cause.

Your page can be a place to share your personal story, experiences and motivations for fundraising and can include as much or as little information as you feel comfortable with.

Some possible things you might like to include:

- Why you're fundraising
- Why you chose to support Action for M.E.
- What you'll be doing to raise money
- What fundraising means to you.
- What areas of your life has M.E. affected most?
- Your hopes for the future, and the difference you'd like to see being made

Don't worry about sounding too formal, just be you.

If you'd like to include information about our work, or statistics about M.E. you're welcome to use any of the information on our website www.actionforme.org.uk.

Remember: you don't need to be an author to write a good fundraising story.

This is a cause that matters to you. Use this chance to tell people why.

Keep everyone updated on your progress

Keep your page updated with news on your Progress:

- Thank people when you reach a major milestone, i.e. "Half way to the target! Thank you so much to everyone who's donated."
- Telling your supporters how preparation for your event is going, i.e. "Completed my first long run today, can't wait for race day!"
- Adding a personal thank you for the support, i.e. "We've all been so touched by people's generosity. Thank you so much everyone who's donated and shared this page."

Fundraise in different ways

Check if the website you're using gives you a text donate code, or donation buttons you can add to a blog or website.

Try to make donating quick and easy.

