2022 Chancellor’s Challenge 5 km Run/Walk
Fundraising Page Checklist

Are you getting the most from your fundraising page? Use this checklist to make sure you’re taking advantage of all the different features!

Have you:

1. **Added a photo?** Fundraisers who add a profile picture tend to raise 15% more.

2. **Added a fundraising story?** An engaging story can make all the difference. Not sure what to say? [Here are some pointers to help you write a great story](#)

3. **Set a fundraising target?** Target setters raise up to 46% more, so it's a great way to kick-start your fundraising.

4. **Added a fundraising summary?** Make sure your supporters know what you're doing, for who and why. A page with a summary raises an average of 9% more.

5. **Added updates?** Regular updates keep your page looking fresh and give you plenty of opportunities to share it. We've found that you could raise an average of 6% more for every update you make.

6. **Chosen a page theme?** Give your page a background that really reflects your fundraising.

7. **Joined a fundraising team?** There really is strength in numbers - pages that are part of a team raise an average of 10% more.