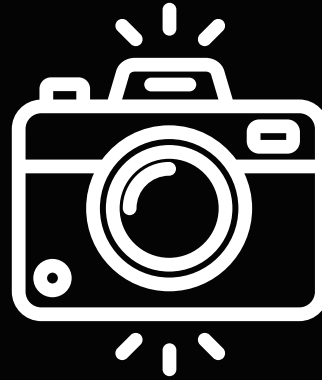


# Light the Way Fundraising Tips

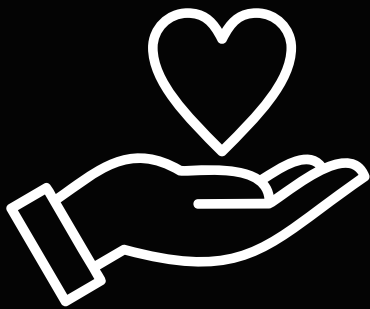
## Add a photo and personalised story to your page

Fundraising pages with a photo and personalised story raise more on average.



**missing  
people**  
Registered charity in England and Wales (1020419)  
and in Scotland (SC047419)

**Light the  
way**

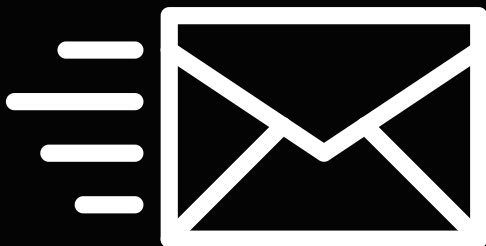
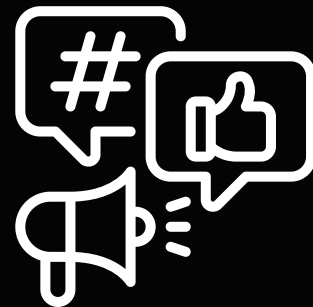


## Donate to your page

People who make a donation to their own page to get them started raise more!

## Share your page

Sharing your page on social media will help you raise more.



## Email

A lot of your friends and colleagues may not be on your social media, don't forget to email your page to them. You could also add your page to your email signature.

## Say thank you!

Make sure you follow up to thank your supporters. Also, make sure to thank and update people who donated after you complete your walk.

**THANK  
YOU!**