

Virgin money Giving

The easy way to raise more money online

We've teamed up with **virginmoneygiving.com**, which is a fantastic website where you can set up your own fundraising page. Virgin Money Giving sends your donations straight to us and reclaims Gift Aid* automatically on your behalf. Follow these really simple steps to create your own fundraising page in just ten minutes.

- 1 Go to virginmoneygiving.com and click 'start fundraising'.
- 2 Select the type of fundraising activity you're doing.
- 3 Either search for an event you're taking part in, or enter the details of your fundraising activity.
- 4 Pick us as your charity and set your fundraising target.
- 5 Create your account and choose the address for your page.
- 6 Personalise your page with your story, photos and more.

Ten ways to squeeze more out of your fundraising page

- **Tell a story:** Take every opportunity to tell people why you're doing what you're doing.
- **Keep people coming back:** Treat your Virgin Money Giving page like a blog - add photos and updates whenever you can.
- **Make it personal:** Tailor your emails and text messages asking for sponsorship - and don't forget to send out thank you messages afterwards.
- **Start close to home:** Ask your closest (and most generous) friends and family to sponsor you first - you may find other people match their donations.
- **Talk to your charity:** They might be able to give you stuff to use on your page or on letters,

flyers and posters promoting your event.

- **Get Gift Aid:** Encourage your sponsors to give Gift Aid – it adds money to their donations without costing them any more.
- **Don't leave your fundraising at home:** Promote your fundraising around work or school - use posters, flyers, message boards and the intranet.
- **Don't forget to customise your Virgin Money Giving page:** Add the photo gallery feature and share snaps of your fundraising.
- **Personalise your page:** with your own content and links.
- **Facebook Page:** link Virgin Money Giving with Facebook in order to invite your Facebook friends to sponsor you.



*Where donors indicate that they are eligible.