

# The easy way to raise more money online

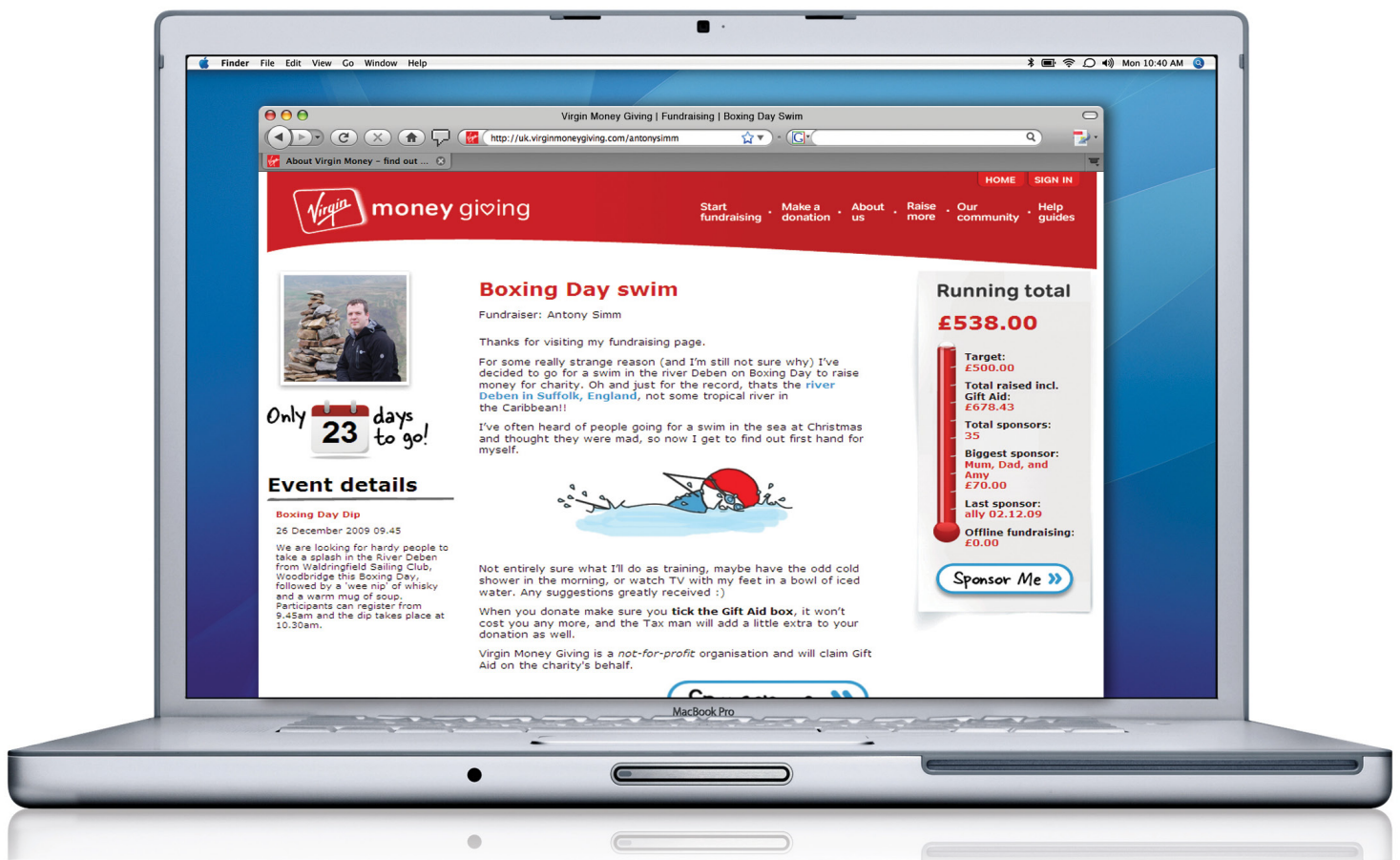


We've teamed up with **virginmoneygiving.com**

It's 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. £12.46 will reach us for every £10 you donate.\*\* 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.



\*Where donors indicate that they are eligible.

\*\*Based on a Visa Debit Card donation, with Gift Aid reclaimed.

# 10 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.

**Spread the word using social media** - Sites like Facebook and Twitter are free, easy to use and reach a large audience.

**It's never too late** - Keep asking people to sponsor you, even after you've finished your event.



**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.
- Link up with your Facebook page.



[virginmoneygiving.com](http://virginmoneygiving.com)



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