It's easy to create a Virgin Money Giving fundraising page and start getting sponsored online to support Sullivan's Heroes. Once your account is set up you can keep it for life – just add a new event page each time you take up a new fundraising challenge.

Step 1

Your fundraising challenge

Visit **http://uk.virginmoneygiving.com/charities/Sullivan'sHeroes** which is specific to Sullivan's Heroes and select 'Start Fundraising'. We'll ask what kind of event you're taking part in, when the event is taking place, where, and if you're doing it alone or with friends.

If you're taking part in an organised event the details may already be loaded onto Virgin Money Giving, so you'll be able to search for your event and we'll bring up all the information for you.

Step 2

Your charity

Sullivan's Heroes will show as your chosen charity – or search for Sullivan's Heroes if it is not displayed already.

Step 3

Register or sign in

To set up your page we'll ask you to **register** with Virgin Money Giving. Simply fill in your contact details and choose a password for your Virgin Money Giving account. Or if you're already registered with Virgin Money Giving, just sign in.

You can now choose a web address for your Virgin Money Giving fundraising page. This page will be yours for good and the same for every event you take part in, so it's best to choose a memorable address that isn't related to a specific event or date.

Once you've chosen an address, click 'next'.

For further information on Registering with Virgin Money Giving, visit:

http://uk.virginmoneygiving.com/giving/help-guides/fundraisers/registering-setup.jsp

You'll now have a basic Virgin Money Giving page showing your event details that you're undertaking to support Sullivan's Heroes.

Next you can customise your page with more information, photos and links by clicking the 'create my page' button.

Customise Your Page

Here's how you can customise your page:

- Type a page title and some more information about yourself and your event into the blank boxes.
- Add features to your page like a countdown calendar, photo gallery, video and history of the other fundraising events you've taken part in. Just tick the boxes next to the features you'd like to add and follow the instructions on screen.
- If you've already raised money for your event outside of Virgin Money Giving, you can add this to your page by letting us know how much in the 'offline fundraising' box.
- Set up a personalised 'Thank You' message which sponsors will receive each time they donate – you can also set up a notification so you know each time you receive new funds

When you're happy with your changes, click the 'save' button. You'll be able to update this page whenever you like by signing into your account and choosing 'update my page'.

Ask friends and family to sponsor you

When your page is ready it's time to tell everyone about your fundraising and invite your friends to sponsor you.

From your Virgin Money Giving account you can share a link to your page with friends, family and colleagues by email, Facebook and Twitter.

You could also add a 'sponsor me' button to your website or blog.

Check out the guides to **promoting your fundraising** and **raising sponsorship money by email** for even more ideas.

Emailing your friends and family

Once your fundraising page is up and running, you'll want to shout about it to your friends and family. Emailing them a link to your page is a great way to get the sponsorship money rolling in. You can send emails direct from your Virgin Money Giving account whenever you like. Here's how:

Emailing people when you set up your page

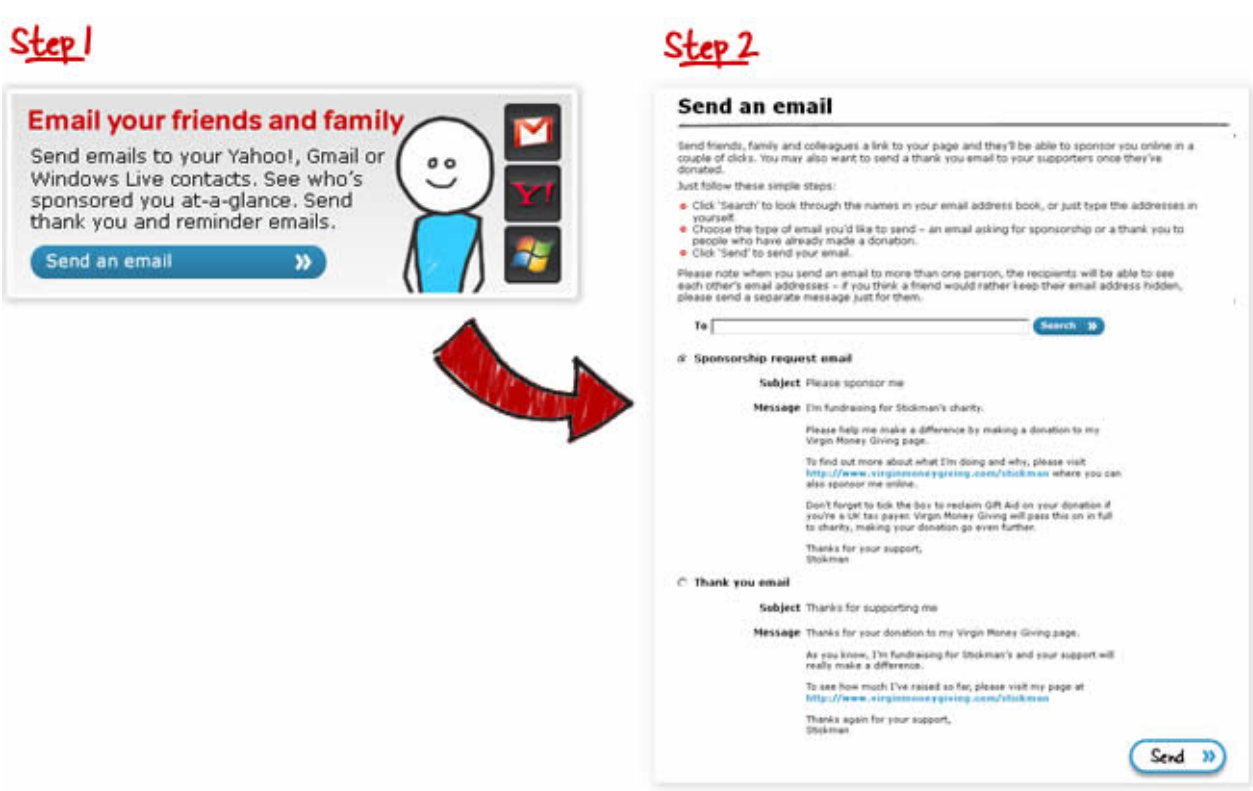
After you've finished creating your page, you'll see a box called 'Email your friends and family'. Just click on 'Send an email'.

Emailing people later

If you want to go back to your account at any time to send emails, just log in and on the 'My account home' page click the 'Promote' link.

Seeing who's sponsored you

Once you've emailed your contacts, you can easily see who's sponsored you and who hasn't. Simply go to 'See my donors' when you're signed into your account – you can also send thank you and reminder emails from here.



Happy Fundraising! For all of the above, plus lots more useful information visit: **http://uk.virginmoneygiving.com/giving/help-guides/fundraisers/**