

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.

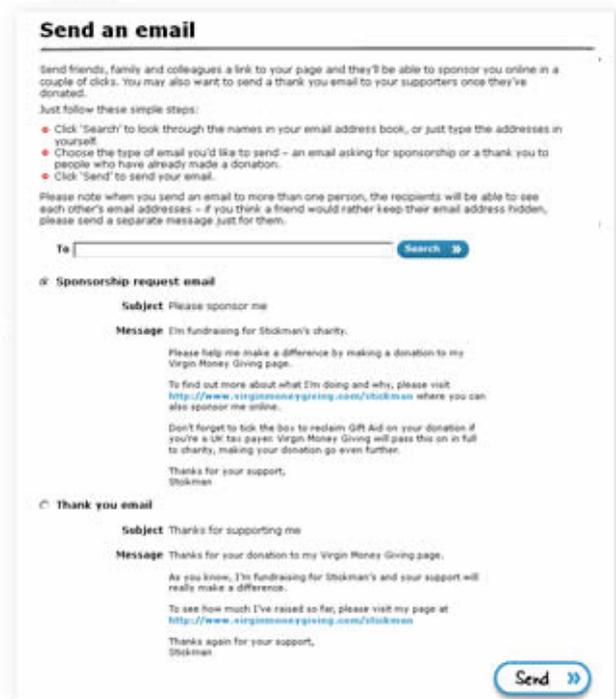
### Seeing who's sponsored you

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.

#### Step 1



#### Step 2



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

**It's a great idea to email people about your fundraising for Sullivan's Heroes. And it can really give your sponsorship money a boost. Here are Virgin Money Giving's top tips on how to send an email that will help the pennies roll in.**

### 1. Don't be shy

Family, friends and workmates are the obvious choices to tell about your fundraising. But think more widely too. Remember you're doing it for a very good cause – the charity you've chosen. Think about people at clubs you belong to, schools, church, neighbours, even local businesses and the press. The more people you tell, the more money you're likely to raise.

### 2. Grab their attention

Think about the subject line for your email. If you make it exciting or interesting more people will open it and read on. 'Do you want to see Dave without any hair?', 'I'm going to run through the middle of London in my pyjamas' and 'Want to see me chase Paula Radcliffe for 26 miles?' could all raise interest.

### 3. No spam jam

Think a little about spam filters when you write your subject line. Anything with the word 'free' or 'exciting' or a naughty word in is likely to get caught before it ever makes it to the recipient. You probably see enough spam yourself to know the sorts of words that will get caught.

### 4. Keep it simple

Think about what you want to say in your email, then jot down a few notes before you write it. Spend a few minutes ordering what you want to say and making it as straightforward as possible. Ask someone else to read it and see what they think. It'll help you see how others will read what you've written, and could help you tighten it up a notch, which will help get more responses.

### 5. Tell your story

You probably have quite strong reasons for why you've chosen the activity you're doing, and why you're supporting Sullivan's Heroes. Share some of your passion and motivation. Tell people why Sullivan's Heroes is important to you – maybe talk about your connection with the charity or why you think the work they do is important. Let them know what training or preparation you're doing too. Your chosen event is a challenge in itself, but so is all the hard work that goes into the run up.

### 6. Show you're for real

People are more wary of emails nowadays. Especially ones asking for money. We've all heard about scam emails doing the rounds. So it's important people know your message is 100% genuine:

- Link to your fundraising page on Virgin Money Giving and keep it updated with your progress (tell them in your email that you'll do this, to keep them coming back).
- Provide links to Sullivan's Heroes so they can see for themselves that the charity really exists, and the work they do
- Give users a legitimate and secure way to sponsor you. Point them to your Virgin Money Giving page. Don't ask for money to be sent to you in the post or deposited in a personal bank account.

### 7. Ask generous people first

You know you can probably rely on one or two people to donate a decent amount. Ask for their support first. That way, when people go to your Virgin Money Giving page, they'll see what people before donated and will want to donate similar amounts. So £10, £5 or even £3 could help set the bar. But bear in mind that £100 could be intimidating!

### 8. Ask again

You know how it is with emails. Sometimes you have good intentions, but are too busy to read them. It slips your mind, then you think maybe it's too late. So give people who missed it earlier another opportunity to sponsor you. Don't be embarrassed to email again.

### 9. And again!

You can update people on how your training is going, let them know how much you've raised, then put a reminder at the bottom of the email about what you're doing, when, and why. It can be short and sweet and doesn't have to seem like a nag – '3 weeks in and fundraising is going well, I've raised £xx so far and only another £xx to go...'

### 10. Get help

Ask people to forward the email on. They may have contacts that you don't, and may know people who would like to sponsor you.