

The easy way to raise more money online

It's fantastic to have people fundraising for us. And we're always looking for ways to make your life easier and help you raise more money. That's why we want to shout about Virgin Money Giving – a brand new website dedicated to helping fundraisers like you raise more money for charities like us.

You're not doing it for profit – neither are Virgin Money Giving

- › Virgin Money Giving is 100% not-for-profit – so more money comes to us.
- › It collects Gift Aid for free and passes it to us in full.
- › So for every £10 you raise, we'll get £12.46*



The fast and fun way to raise funds online

- › Set up a fundraising page in 10 minutes.
- › Jazz it up with your own content, photos and links.
- › Set up a page with friends or colleagues as a team.
- › People can sponsor you securely online in a couple of clicks.
- › Link up to your Facebook page, create thank you messages, and much more.



To find out more and set up a fundraising page today, visit virginmoneygiving.com



*Based on a donation made on a Visa Debit Card including Gift Aid.

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 them coming back for more

Treat your page like a blog - add photos and updates whenever you can.

Make it personal

Tailor your emails and text messages - and send out thank you messages too.

Start close to home

Ask your closest (and most generous) friends and family to sponsor you first.

Ask more than once

Ask people directly then use indirect ways to jog their memories.

Talk to your charity

They might give you stuff to use on your page or your letters, posters and flyers.

Get Gift Aid

It adds money to donations from UK taxpayers without costing them any more.

Don't leave your fundraising at home

Do things around work or school - 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 your event has finished.



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money giving