



Orchard Trust

People come first

How to set yourself up a Virgin Money Giving online fundraising page

1. Go to: <https://uk.virginmoneygiving.com/giving/>
2. Click 'start fundraising'
3. Set up an account, which does not take long.
4. Find the Orchard Trust to link your page into
5. Then set up your page. You can add some photos and some text about what you are doing and why. For photos you can put a little icon photo of yourself, and then there is room to add 6 more pictures so add some of the Orchard Trust, clients etc.
6. Set an achievable target. Think about how many people you have in your network who are likely to give (and how generous they might be)
7. Customise the automated thank you message that Virgin will send out when someone donates. Make it personal, about what you are doing and what the money will achieve.
8. It takes a little while after setting up your page for your website url to go live, so don't panic if you can't see your page immediately.
9. Before you 'go big' on promoting your page it is good to have a few donations on the page. Also, people tend to look at the amounts pledged and give something similar. So if you have some loyal family members who might be pretty generous then ask them first, before sending the weblink out wider to all your contacts.
10. Copy the website url from the box just below your icon picture, and share it with your contacts. Promote your page widely and ask people to sponsor you. Email the link to all your friends, family, colleagues, neighbours, sports and social club contacts etc. If you use social media you can promote it that way
11. Chase people up who have not yet sponsored you. Don't be shy to ask! Donations tend to flood in in the first 48 hours when you send your contacts the link, and then just before the event, when you send people a reminder.

12. Thank your sponsors. After the event let them know how it went and total fundraised.

13. For more help and advice contact the Orchard Trust fundraising team on fundraising@orchard-trust.org.uk

