

## Setting up your online fundraising page

We at St Clare Hospice have teamed up with Virgin Money Giving, one of the UK's leading online fundraising websites, so that you can donate and fundraise for us online. Virgin Money Giving is a 100% not-for-profit charity fundraising website, and is designed purely to help people raise more money online, without taking a penny in profit. This means more money goes where it's needed – directly to St Clare Hospice.

Fundraising online really is the most efficient way of supporting us. Virgin Money giving reclaims Gift Aid automatically and pays your donation directly to us at the end of every week, and the site is 100% secure.

It is also really great for you – it's the fastest, easiest and cleverest way to raise money! Virgin Money Giving makes it easier for you to raise money online by creating a webpage which you can email to friends and family. Your supporters sponsor you online so you no longer need to chase people after the event to collect the money!

You can begin your fundraising by visiting [www.virginmoneygiving.com/charities/stclare-hospice](http://www.virginmoneygiving.com/charities/stclare-hospice)

## Our top tips!

1. Set yourself a fundraising target
2. Personalise your page – tell your story of why you are supporting St Clare Hospice and include pictures
3. Share your story using social media
4. Ask for donations around payday
5. The sooner you start... the more you raise

## How to set up your Virgin Money Giving page

1. Go to [www.virginmoneygiving.com/charities/stclare-hospice](http://www.virginmoneygiving.com/charities/stclare-hospice) and click 'Start Fundraising'
2. Choose your type of event from the four options. Hospice events (such as Midnight Walk) will come under 'Organised Events'
3. Input the relevant event details – Pick the type of challenge, location, date of event and how long after the event you would like to fundraise for (we suggest the 3 month option)
4. Select 'St Clare Hospice' as your selected charity you are fundraising for and input your fundraising target (you can always amend this, but we highly recommend setting yourself a target)
5. If you are new to Virgin Money Giving, complete your details to create your own account. If you have used Virgin Money Giving before, simply log in
6. Personalise your page with photos, details of the challenge and your story of why you're fundraising for us!

**Please note** – you can go back to your account at any time to update your page with more photos and videos. You can even personalise the thank you emails that are sent to those who donate on your site.

If you have any questions, or need any help, you can contact the Fundraising Team on (01279) 773500 or contact the Virgin Money Giving helpdesk on [theteam@virginmoneygiving.com](mailto:theteam@virginmoneygiving.com) or 03456 09 10 46, Monday to Friday, 9am – 5pm.