

## VIRGIN MONEY GIVING

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The best way to collect donations and sponsorship is electronically via Virgin Money Giving.



You can share your page on social media, your friends and family can donate quickly and easily, and everyone can see you getting closer to your target.

Donations are paid directly to Carr Gomm, so you don't have to count or store money, or take it to the bank.

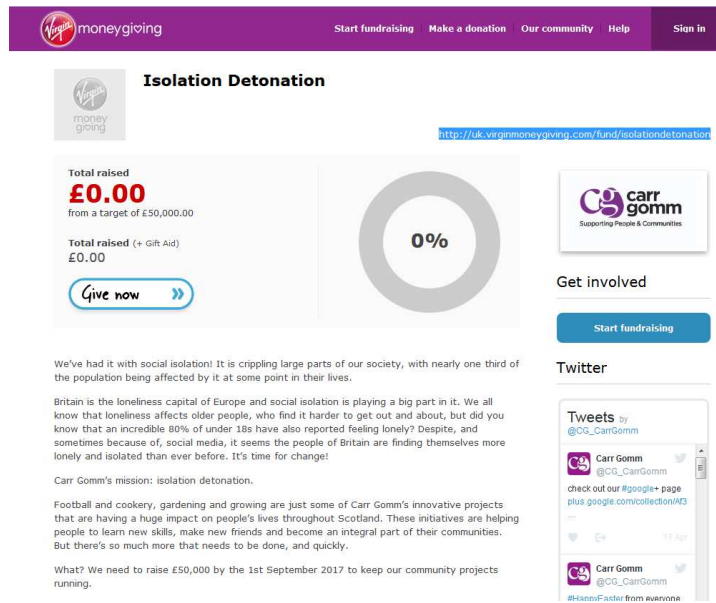
Ask your family and friends to donate first to get the ball rolling; this will encourage others to follow!

**Please create a new page linked to the CG 100 campaign page (full details are overleaf), even if you already have a Virgin Money Giving fundraising page.** This will ensure all your donations count towards the overall total and help us reach our £50,000 target.

If you are lucky enough to receive large donations by cheque or in cash, they should be paid to Carr Gomm at any branch of the Royal Bank of Scotland. The Pay In form, available in the 'downloads' section of the website, provides all the details you need. And you can still add offline donations to your Virgin Money Giving page, so it will show against your total raised.

Here's our step-by-step guide to setting up your own Virgin Money Giving page. If you need any help, email [fundraising@carrgomm.org](mailto:fundraising@carrgomm.org)

1. Go to the CG 100 campaign page on Virgin Money Giving and click on 'Start fundraising': <http://uk.virginmoneygiving.com/fund/thecg100>



Virgin moneygiving Start fundraising Make a donation Our community Help Sign in

Isolation Detonation <http://uk.virginmoneygiving.com/fund/isolationdetonation>

Total raised **£0.00**  
from a target of £50,000.00

Total raised (+ Gift Aid)  
£0.00

Give now »

0%

Get involved

Start fundraising

Twitter

Tweets by @CG\_CarrGomm

Carr Gomm @CG\_CarrGomm check out our #google+ page plus.google.com/collection/M3

Carr Gomm @CG\_CarrGomm #HaveAFactor from evertona

We've had it with social isolation! It is crippling large parts of our society, with nearly one third of the population being affected by it at some point in their lives.

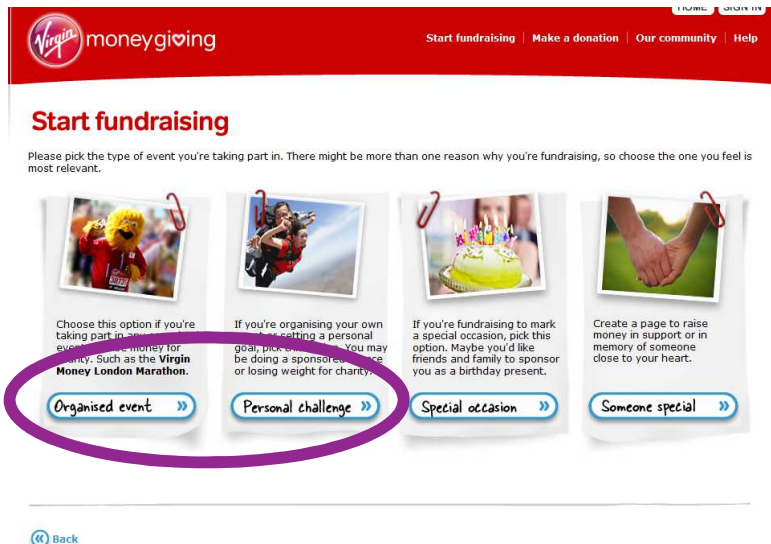
Britain is the loneliness capital of Europe and social isolation is playing a big part in it. We all know that loneliness affects older people, who find it harder to get out and about, but did you know that an incredible 80% of under 18s have also reported feeling lonely? Despite, and sometimes because of, social media, it seems the people of Britain are finding themselves more lonely and isolated than ever before. It's time for change!

Carr Gomm's mission: isolation detonation.

Football and cookery, gardening and growing are just some of Carr Gomm's innovative projects that are having a huge impact on people's lives throughout Scotland. These initiatives are helping people to learn new skills, make new friends and become an integral part of their communities. But there's so much more that needs to be done, and quickly.

What? We need to raise £50,000 by the 1st September 2017 to keep our community projects running.

2. Pick your type of event. If you're organising your own fundraising events, such as bag packing or a bake sale, pick 'Personal Challenge'. If you're taking part in a major event such as the Edinburgh Marathon, pick 'Organised Event'. If you're not sure which option to pick, just get in touch.



Virgin moneygiving Start fundraising Make a donation Our community Help

Start fundraising

Please pick the type of event you're taking part in. There might be more than one reason why you're fundraising, so choose the one you feel is most relevant.

Choose this option if you're taking part in a major event. Such as the Virgin Money London Marathon.

Organised event »

If you're organising your own event, such as setting a personal goal, pick this option. You may be doing a sponsored walk or losing weight for charity.

Personal challenge »

If you're fundraising to mark a special occasion, pick this option. Maybe you'd like friends and family to sponsor you as a birthday present.

Special occasion »

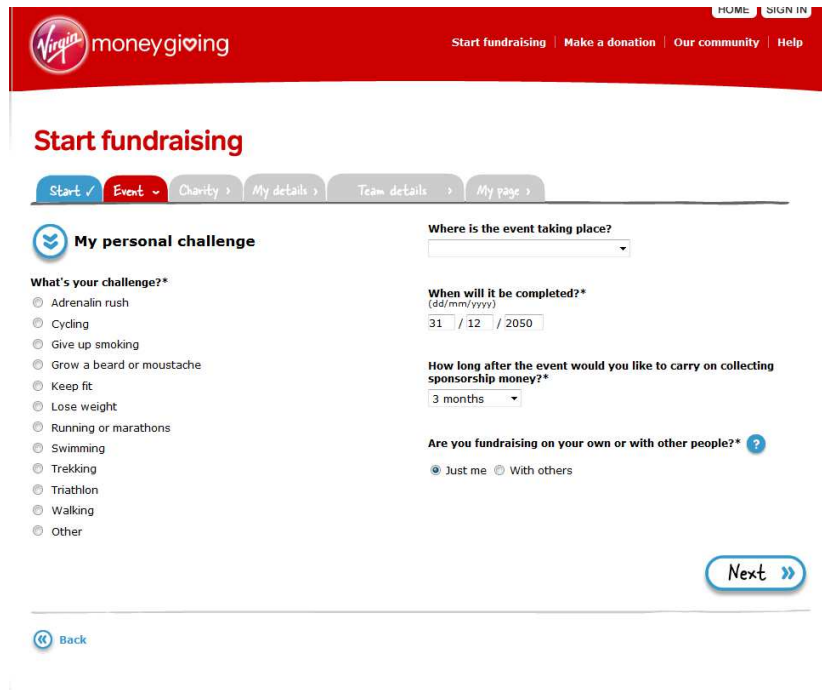
Create a page to raise money in support or in memory of someone close to your heart.

Someone special »

Back

- For a personal challenge, pick the type of event and where and when it takes place. Keep your page open for a while after your event; it means you'll collect more donations.

If you're fundraising on your own, click the 'Just Me' option. If you want to fundraise as a team click 'With Others'.



The screenshot shows the 'Start fundraising' page on the Virgin Money Giving website. The page is titled 'Start fundraising' and has a navigation bar with 'Start fundraising', 'Make a donation', 'Our community', and 'Help'. Below the navigation bar, there are tabs for 'Start', 'Event', 'Charity', 'My details', 'Team details', and 'My page'. The 'Event' tab is selected. The main content area is titled 'My personal challenge' and contains several sections:

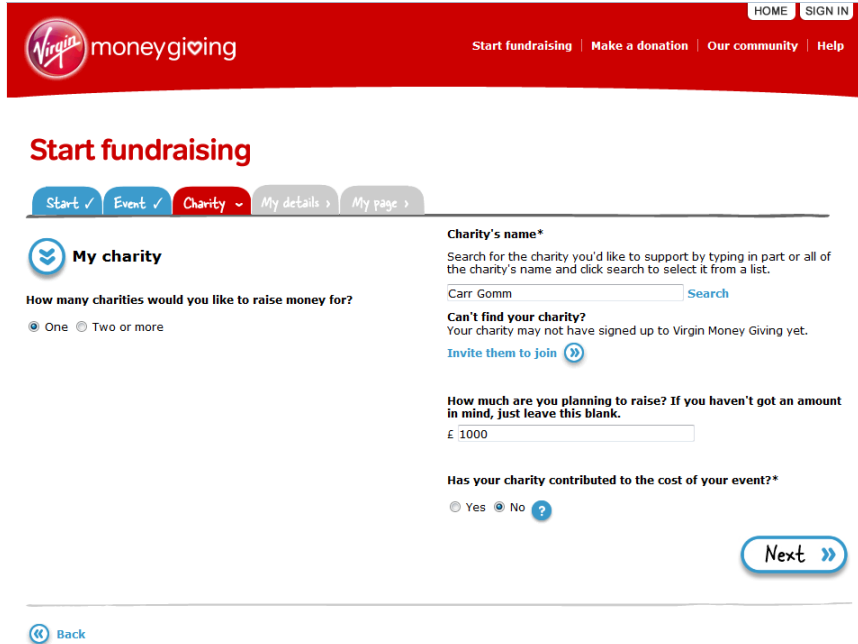
- What's your challenge?\***: A list of radio button options: Adrenalin rush, Cycling, Give up smoking, Grow a beard or moustache, Keep fit, Lose weight, Running or marathons, Swimming, Trekking, Triathlon, Walking, and Other.
- Where is the event taking place?**: A dropdown menu.
- When will it be completed?\***: A date picker showing '31 / 12 / 2050'.
- How long after the event would you like to carry on collecting sponsorship money?\***: A dropdown menu showing '3 months'.
- Are you fundraising on your own or with other people?\***: Two radio button options: 'Just me' (selected) and 'With others'.

At the bottom right of the form is a 'Next' button with a right-pointing arrow. At the bottom left is a 'Back' button with a left-pointing arrow.

- Pick the 'One' option to fundraise for Carr Gomm. If Carr Gomm doesn't appear automatically, contact the Fundraising Team.

Tell everyone how much you want to raise. People with a target raise more and the closer you get to the date of your event/challenge you can ramp up the quest for donations.

Carr Gomm will help to publicise your events through social media, but won't be contributing to the cost of your fundraising.



HOME SIGN IN

Virgin moneygiving Start fundraising | Make a donation | Our community | Help

### Start fundraising

Start ✓ Event ✓ Charity ▾ My details > My page >

**My charity**

How many charities would you like to raise money for?  
 One  Two or more

**Charity's name\***  
 Search for the charity you'd like to support by typing in part or all of the charity's name and click search to select it from a list.  
 Carr Gomm  Search

**Can't find your charity?**  
 Your charity may not have signed up to Virgin Money Giving yet.  
[Invite them to join](#) >>

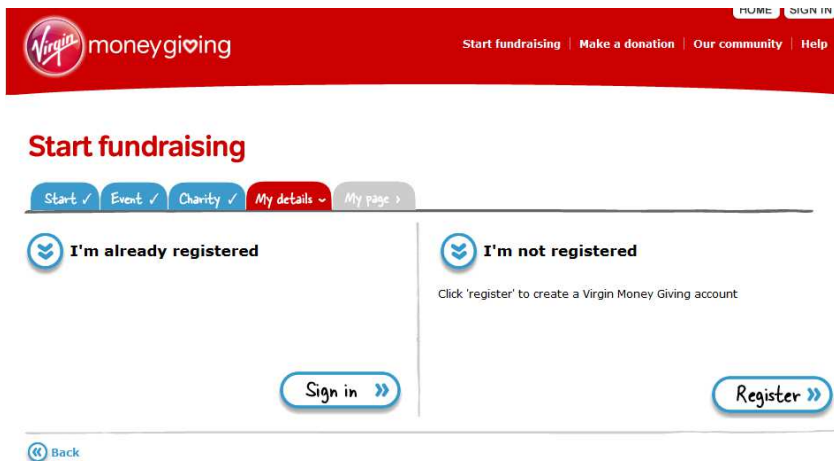
**How much are you planning to raise? If you haven't got an amount in mind, just leave this blank.**  
 £ 1000

**Has your charity contributed to the cost of your event?\***  
 Yes  No ?

[Next >>](#)

[Back](#)

5. If you're not already registered this is really easy. Click 'register'; and you'll be asked for an email address, date of birth and password.  
 If you're already registered enter your details.



HOME SIGN IN

Virgin moneygiving Start fundraising | Make a donation | Our community | Help

### Start fundraising

Start ✓ Event ✓ Charity ✓ My details ▾ My page >

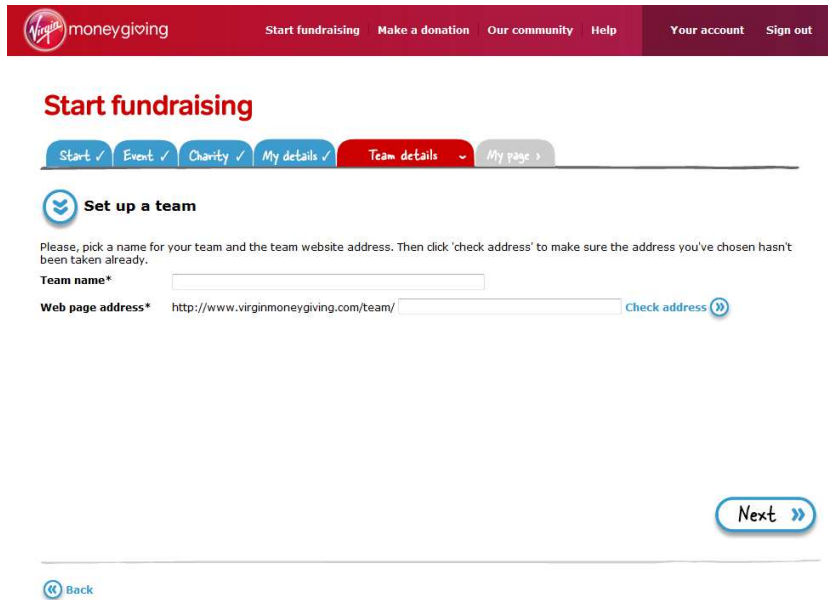
**I'm already registered**

**I'm not registered**  
 Click 'register' to create a Virgin Money Giving account

[Sign in >>](#) [Register >>](#)

[Back](#)

6. If you're fundraising as a team and clicked 'With Others', you can now pick a team name and a personalised web address.



Virgin moneygiving Start fundraising Make a donation Our community Help Your account Sign out

## Start fundraising

Start ✓ Event ✓ Charity ✓ My details ✓ **Team details** My page >

### Set up a team

Please, pick a name for your team and the team website address. Then click 'check address' to make sure the address you've chosen hasn't been taken already.

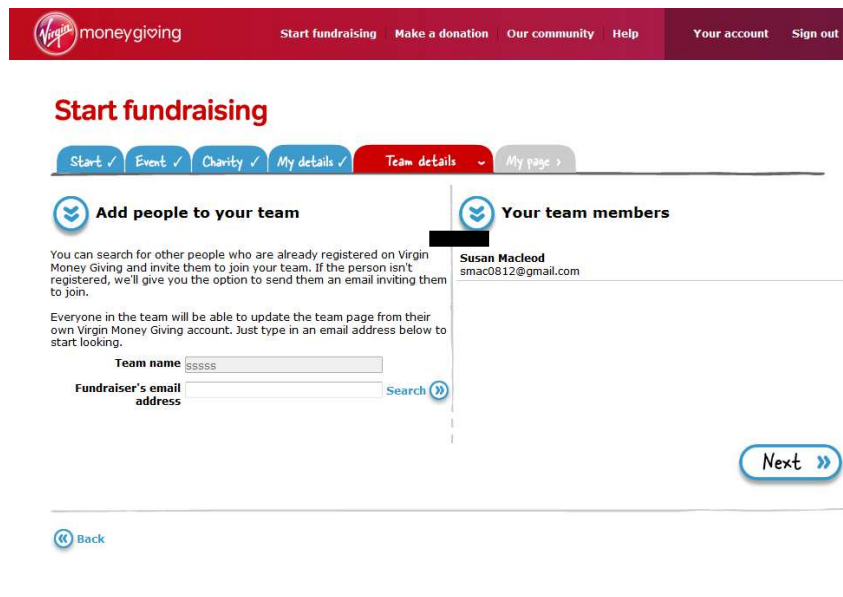
Team name\*

Web page address\* <http://www.virginmoneygiving.com/team/>  [Check address](#)

[Next >>](#)

[Back](#)

7. You can now invite others to join your team. Search for someone using their email address and, if they're not registered, you'll get the option to send them an email. Once they register using the same email address, they'll be added to the fundraising page.



Virgin moneygiving Start fundraising Make a donation Our community Help Your account Sign out

## Start fundraising

Start ✓ Event ✓ Charity ✓ My details ✓ **Team details** My page >

### Add people to your team

You can search for other people who are already registered on Virgin Money Giving and invite them to join your team. If the person isn't registered, we'll give you the option to send them an email inviting them to join.

Everyone in the team will be able to update the team page from their own Virgin Money Giving account. Just type in an email address below to start looking.

Team name

Fundraiser's email address  [Search](#)

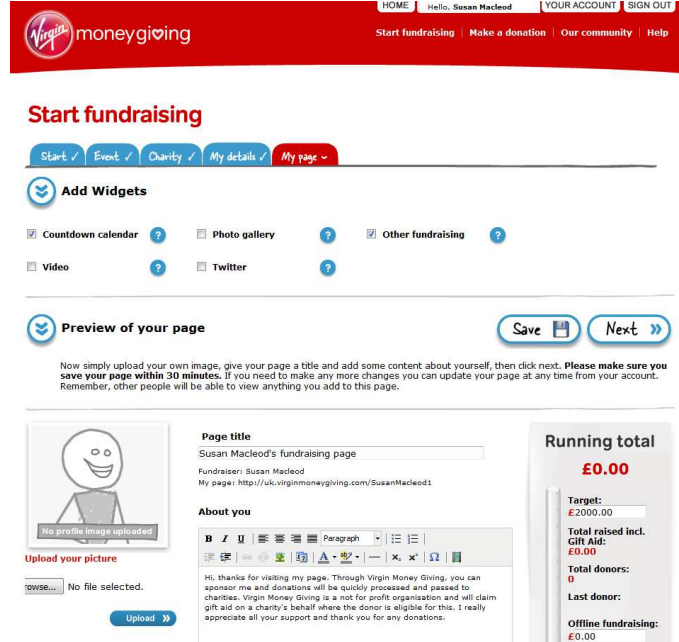
### Your team members

**Susan Macleod**  
smac0812@gmail.com

[Next >>](#)

[Back](#)

8. Next is the fun bit where you get to personalise your fundraising page.



HOME Hello, Susan Macleod YOUR ACCOUNT SIGN OUT  
Start fundraising Make a donation Our community Help

**Start fundraising**

Start ✓ Event ✓ Charity ✓ My details ✓ My page ▾

**Add Widgets**

Countdown calendar ?  Photo gallery ?  Other fundraising ?  
 Video ?  Twitter ?

**Preview of your page** Save Next

Now simply upload your own image, give your page a title and add some content about yourself, then click next. **Please make sure you save your page within 30 minutes.** If you need to make any more changes you can update your page at any time from your account. Remember, other people will be able to view anything you add to this page.

**Page title**  
Susan Macleod's fundraising page  
Fundraiser: Susan Macleod  
My page: <http://uk.virginmoneygiving.com/SusanMacleod1>

**About you**

Hi, thanks for visiting my page. Through Virgin Money Giving, you can sponsor me and donations will be quickly processed and passed to charities. Virgin Money Giving is a not for profit organisation and will claim gift aid on a charity's behalf where the donor is eligible for this. I really appreciate all your support and thank you for any donations.

**Running total**  
**£0.00**

Target: £2000.00  
Total raised incl. Gift Aid: £0.00  
Total donors: 0  
Last donor:  
Offline fundraising: £0.00

First tell people a bit about our campaign by adding the following paragraphs into your page.

Social isolation is a huge issue. It is crippling large parts of our society, with nearly one third of the population being affected by it at some point in their lives.

Carr Gomm has had a significant impact in local communities in recent years. Despite the impact of their work, there is still much to do across Scotland. They need our help, and now.

I'm doing something about it! I've joined Carr Gomm's fundraising community by becoming one of 100 people raising £500 by 1<sup>st</sup> September 2017 in bid to end social isolation and loneliness.

Can you help by making a donation, spreading the word or joining the CG 100 yourself?

Read more about the CG 100 campaign or sign up at [www.cg100.org](http://www.cg100.org)

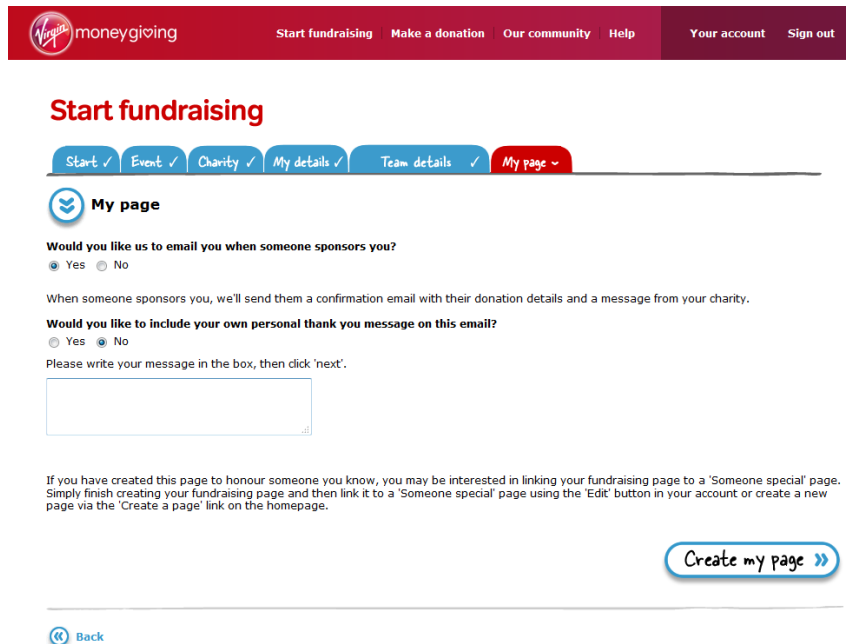
*Note: the paste function (using the mouse) doesn't work in Virgin Money Giving so instead of paste use Ctrl+V.*

Then personalise your page by telling a compelling story about why you're fundraising; this kind of story raises more money.

And don't forget to add photos and links to your Facebook and Twitter accounts then share, share and share alike! See the social media section later in this pack for more information.

Update the text and photos on your page regularly so people can see your fundraising journey. Ask your nearest and dearest to donate to get the ball rolling. Once people see your total rising, they're more likely to donate. And keep reminding them. Remember, if you don't ask, you don't get!

9. If you're fundraising as a team you'll see the following screen. Click yes to receive an email when someone sponsors you and then add a personalised thank you message that all your donors will receive.



The screenshot shows the 'Start fundraising' page on the Virgin Money Giving website. The navigation bar includes 'Start fundraising', 'Make a donation', 'Our community', 'Help', 'Your account', and 'Sign out'. The 'Start fundraising' section has tabs for 'Start', 'Event', 'Charity', 'My details', 'Team details', and 'My page'. The 'My page' section is active and contains the following content:

**My page**

Would you like us to email you when someone sponsors you?  
 Yes  No

When someone sponsors you, we'll send them a confirmation email with their donation details and a message from your charity.

Would you like to include your own personal thank you message on this email?  
 Yes  No

Please write your message in the box, then click 'next'.

If you have created this page to honour someone you know, you may be interested in linking your fundraising page to a 'Someone special' page. Simply finish creating your fundraising page and then link it to a 'Someone special' page using the 'Edit' button in your account or create a new page via the 'Create a page' link on the homepage.

[Create my page >>](#)

[Back](#)

10. Once you've set up your page you'll receive an email from Virgin Money Giving with your personalised link. Share this on social media and with your friends and they can donate directly to your page.
11. By keeping your page updated with the story of your fundraising journey you'll keep people interested and they are more likely to donate.
12. Remember to update your 'offline fundraising' box if you've paid cash or cheques directly to Carr Gomm. Go to <http://uk.virginmoneygiving.com/giving/> and click 'Sign In' then input your details. Click on 'edit page' to go to your fundraiser page settings. Click on 'amend fundraiser page'. Don't forget to click SAVE when you're done.