

GIVE YOURSELF THE ONLINE ADVANTAGE



Just like training for your event, it's easier when you break your fundraising down into achievable steps. The best place to start is to set up your Virgin Money Giving page and make it do a lot of the hard work for you. This is how:

Set up your page

- 1** Go to virginmoneygiving.com. Choose Macmillan and select your challenge from the list of organised events. Then (this is the important part) personalise your page by adding photos and update your story to say why you're supporting Macmillan. Use the information poster to show people the impact of their donation.
- 2** Set your target. Pages with targets receive on average 40% more than those without one. If you can get someone to make your first donation a big one, others might be inspired to give as big.
- 3** Once you've met your target, don't stop there. We find that most of our fundraisers raise much more than their original pledge. Keep increasing your target to keep those donations rolling in. Be ambitious – you'll be surprised how generous people will be.

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MONEY
GIVING

Spread the word

- Broadcast it on every social media channel and ask your friends to share.
- Email or text everyone you've ever supported in the past and everyone you know who's likely to give, even a little bit.
- Don't be afraid to keep sending your online sponsorship page to people who haven't yet donated, they may need a little nudge.
- Show people how hard you're working. Take pictures when you're out training and share your efforts on social media with a link to your sponsorship page (the sweatier the better!)
- Add the link to your email signature on your phone and in your profile details on Twitter, Instagram and Facebook.
- Don't forget to post before and after your event – that photo of you with your medal at the finish line is just the inspiration people need to dig into their pockets!