

Setting up your online Fundraising Page

Online fundraising really is the most efficient way of supporting Accuro with your event or activity. Once created it is easy to share your fundraising story and sponsorship page online with friends and family. You can update and edit your page at any time to keep your supporters up to date with your preparations or just to say Thank You.

There are several platforms available online but here we give information about Virgin Money Giving, a secure, 100% not-for-profit fundraising website. Virgin Money Giving will reclaim Gift Aid automatically and donations are paid directly to the charity on a weekly basis.

Once registered on Virgin Money Giving each fundraiser has access to the Fundraising Hub where there is a wealth of stories and ideas to inspire and motivate.

Sign Up

Register as a fundraiser at www.virginmoneygiving.com

Go into your account and start to fundraise. There are 3 options:

To create your own fundraising page

To create a page in honour of Someone Special

To fundraise as a team

Select the option you wish to create a page for and complete the details. When asked for the charity, type in 'accuro' and select the option Accuro care services

You are then all set to create your page.

Top Tips for Online Fundraising.

Personalise your page and tell your story. Let people know what you are doing and why you have chosen to fundraise for Accuro.

Set a fundraising target and let people know how you are doing

Regularly update your page with your progress, for example if you are training for a run let people how training is going. Add pictures and video than share on your social media platforms.

Personalise your thank you message to supporters who donate to your page, it's a wonderful way to say thank you.

If you collect sponsorship offline add this to your offline fundraising on your page. Your page will then reflect your true fundraising total.

On the day of your event be sure to share your page saying Today's The Day. Use facebook live with a link to your page or post a video with the link.

If you have any questions about fundraising online please contact the fundraising team on fundraising@accuro.org.uk or 01279 870297.