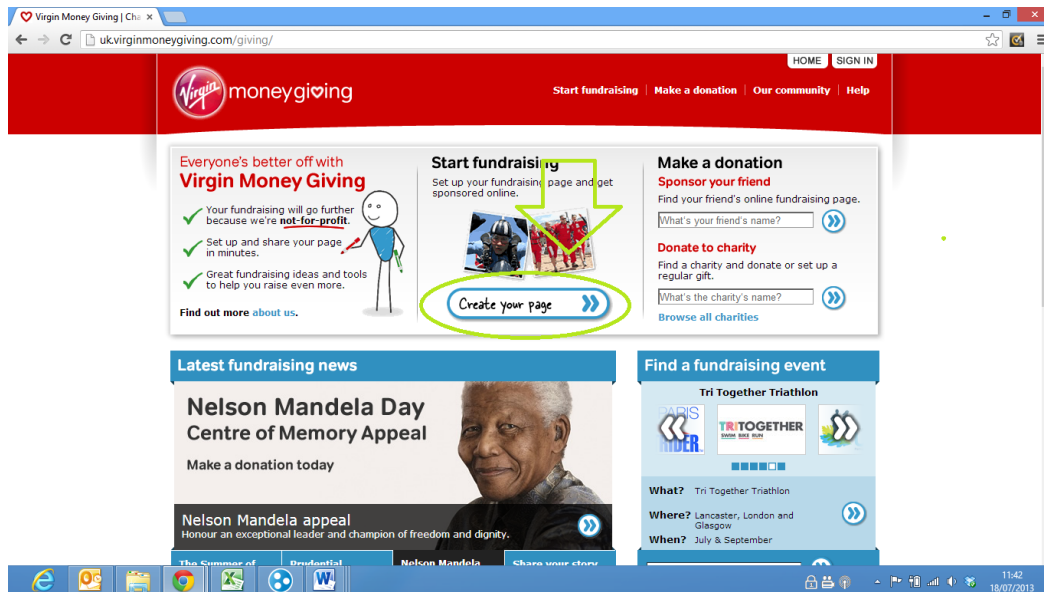


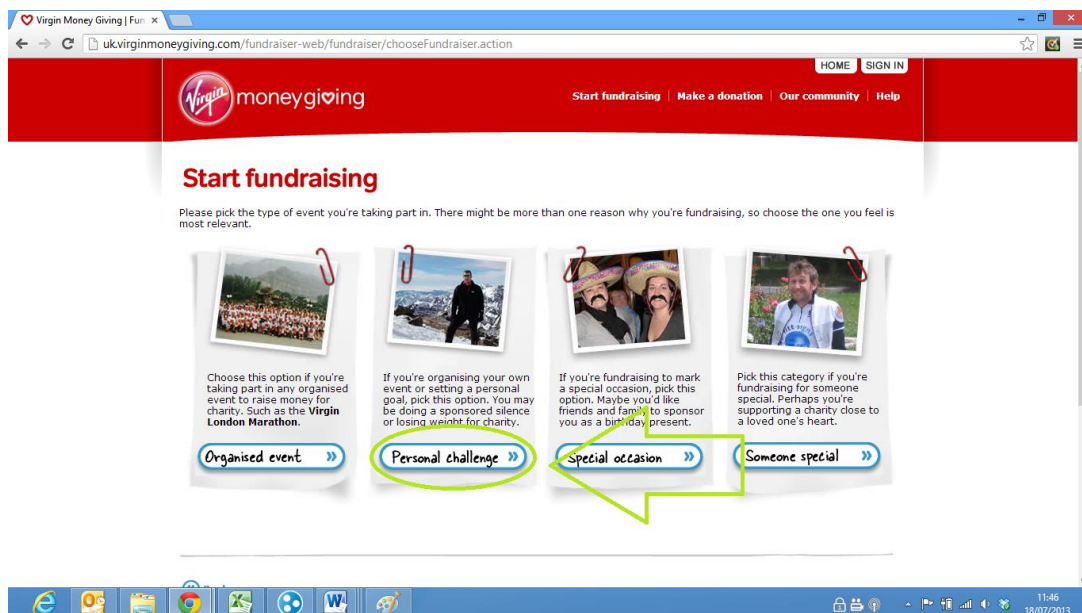
## Instructions for setting up a Virgin Money Giving page

These instructions should help you to set up your Virgin Money Giving page correctly, but please contact Laura on [laura.pedley@cause4.co.uk](mailto:laura.pedley@cause4.co.uk) if you experience any problems.

1. Go to <http://uk.virginmoneygiving.com/giving/>
2. Click 'Create your page' in the centre of the screen:



3. Select 'Personal Challenge'



4. Fill out your details – please note: even if you are doing your challenge with someone else, only select ‘with others’ if you want to combine your donations.

Please select “12 months” for the length of time you would still like to receive donations for.

The screenshot shows the 'Start fundraising' page on the Virgin Money Giving website. The 'Event' tab is selected in the top navigation bar. The 'My personal challenge' section is active, showing a list of challenge 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. To the right, there are fields for 'Where is the event taking place?' (a dropdown menu), 'When will it be completed?' (a date field), and 'How long after the event would you like to carry on collecting sponsorship money?' (a dropdown menu set to '3 months'). At the bottom right, there is a 'Next' button with a double arrow. A 'Back' button is at the bottom left.

5. Continue to fill out information. When asked for the charity’s name, please type “Shackleton Foundation” and click search. A screen will pop up listing the Shackleton Foundation (and the logo), please click select.

The screenshot shows the 'Start fundraising' page on the Virgin Money Giving website, now in the 'My charity' section. The 'Charity' tab is selected in the top navigation bar. The 'My charity' section is active, showing a list of charity options: One, Two or more. To the right, there is a 'Charity's name\*' field with a 'Search' button. Below this, there is a 'Can't find your charity?' section with a link to 'Invite them to join'. At the bottom right, there is a 'Next' button with a double arrow. A 'Back' button is at the bottom left.

6. Click “Register” – please note: if you have already set up a Virgin Money Giving page before, you can select ‘Sign in’ and input your details.

The screenshot shows the Virgin Money Giving website's registration page. The browser address bar displays 'ukvirginmoneygiving.com/fundraiser-web/fundraiser/fundraiserRegistrationSignInDisplay.action'. The page has a red header with the Virgin Money Giving logo and navigation links: 'Start fundraising', 'Make a donation', 'Our community', and 'Help'. Below the header, there's a 'Start fundraising' section with tabs for 'Start', 'Event', 'Charity', 'My details', and 'My page'. Under 'My details', there are two options: 'I'm already registered' with a 'Sign in' button, and 'I'm not registered' with a 'Click 'register' to create a Virgin Money Giving account' and a 'Register' button. A green arrow points to the 'Register' button, which is also circled in green. A 'Back' button is visible at the bottom left of the main content area. The Windows taskbar at the bottom shows the time as 12:01 on 18/07/2013.

7. If you are registering for the first time, please fill in your details. Please note: the tick boxes and the box use some double negatives, so please read these carefully and tick/not tick accordingly depending on what information you would like to receive.

The screenshot shows the 'My details' registration form on the Virgin Money Giving website. The browser address bar displays 'https://ukvirginmoneygiving.com/fundraiser-web/fundraiser/fundraiserDetailsDisplay.action'. The form is titled 'My details' and includes the following fields: 'Title\*' (dropdown), 'First name\*', 'Last name\*', 'Country of residence\*' (dropdown, currently set to 'United Kingdom'), 'House name or number\*', 'Postcode\*' (with a 'Find address' button), 'Phone number\*' (including area code), 'Alternative phone number' (including area code), and 'Email\*'. Below the form, there are three checkboxes: 'I have read and agree to the Virgin Money Giving terms and conditions', 'If you're happy for them to do so, please tick this box' (referring to the charity/ies), and 'If you're happy for other charities to contact you for the same purposes, please tick this box'. A paragraph of text explains that Virgin Money Giving and other Virgin companies would like to contact the user occasionally by post, phone, email, and SMS about products and services. At the bottom right, there is a 'Next' button. The Windows taskbar at the bottom shows the time as 12:08 on 18/07/2013.

8. Continue to fill out personal details.

Virgin Money Giving | Fundraiser

HOME SIGN IN

Start fundraising | Make a donation | Our community | Help

## Start fundraising

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

### My account

Please type in your details below. We'll ask for this information when you sign into your account.

Email example@example.com

Date of birth\*  /  /   
(dd/mm/yyyy)

Password\*  ?  
Your password needs to be at least 8 characters long and include 2 of the following - lower case text, upper case text, numbers or symbols.

Confirm password\*

Next >>

Back

9. Create your web address, and make a note of the link as you will need this later. Please note: you might want to pick something such as your name, followed by the initials of the Shackleton Foundation, e.g. LauraPedleySF

Virgin Money Giving | Fundraiser

HOME Hello, Laura Pedley YOUR ACCOUNT SIGN OUT

Start fundraising | Make a donation | Our community | Help

## Start fundraising

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

### Choose your web address

You'll need a unique web address for your Virgin Money Giving page.

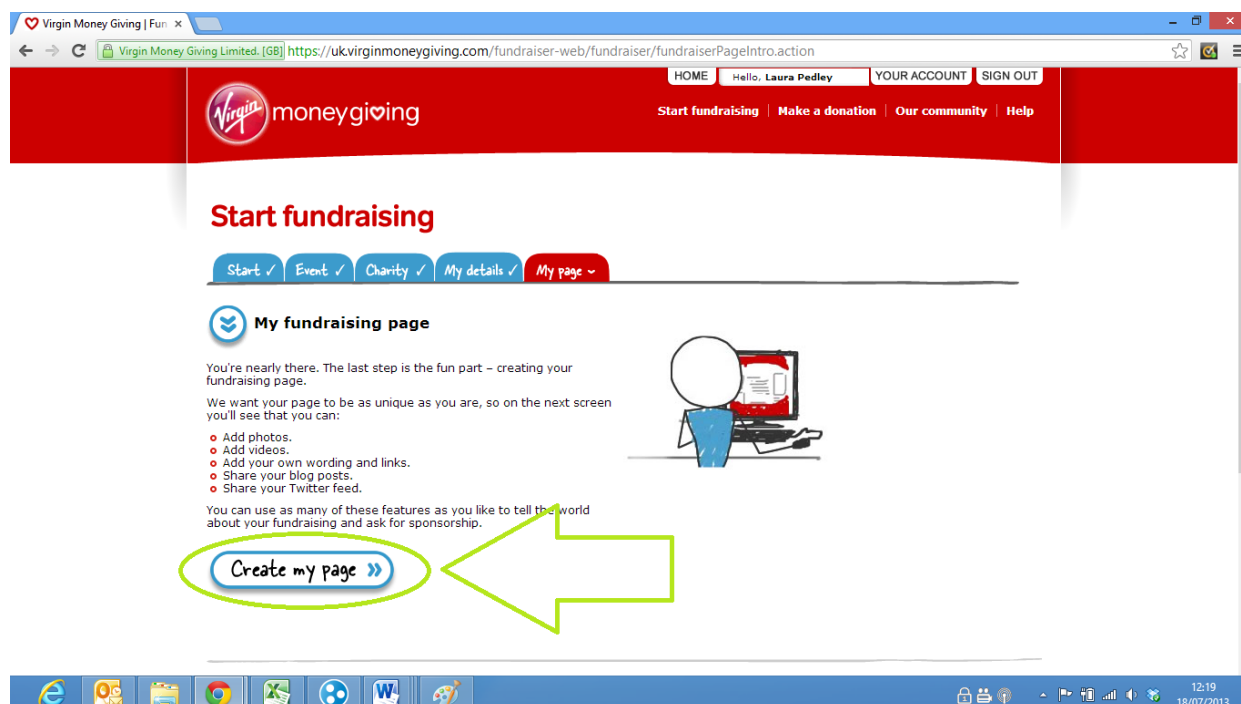
We've put a suggestion in the box below - you can stick with this or make up your own. The address will be the same for every event you take part in, so it's best to avoid one that's related to a specific event or date.

Every fundraiser needs a different address, so click 'check address' to make sure your choice isn't already taken.

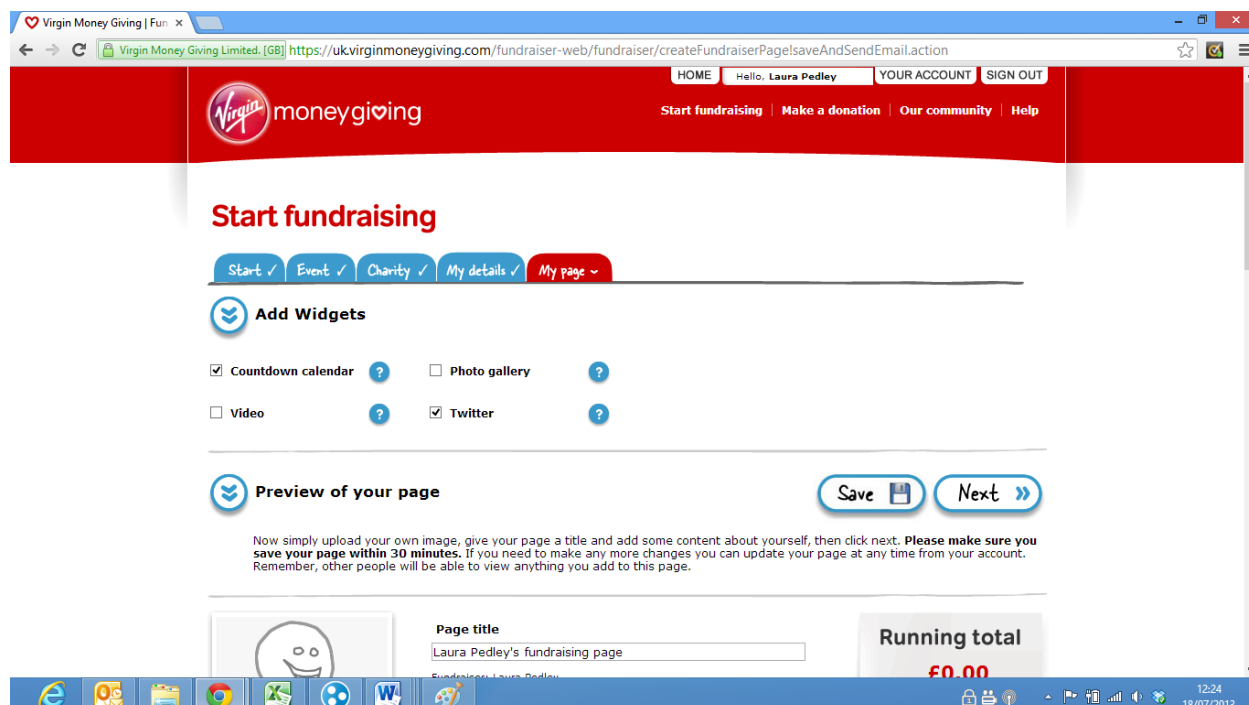
Check address

Next >>

10. Click “Create my Page”. On your page you can add photos, videos, links to blogs and twitter, etc.



11. Select what widgets you would like to appear on your page. At the least, please select ‘countdown calendar’, and ‘twitter’ (even if you don’t have your own twitter account! I will explain why below).



12. Customise your page. Please note: I strongly recommend clicking 'save' after the each section of your page. Sometimes editing another section deletes any previous changes, this is particularly the case when uploading a picture.

- Upload a picture of yourself (click file to select a file from your computer, then click upload)
- Change the page title from the default shown below to your name + 'My Antarctic' Challenge, for e.g.: Laura Pedley's 'My Antarctic' Challenge
- Change the 'About you' section. Here is some suggested copy you might want to include:

The [Shackleton Foundation](#) was founded in 2007 by the descendants of Ernst Shackleton with the mission to support leaders and social entrepreneurs who exemplify the indomitable spirit of Shackleton: inspirational leaders with innovative and scalable ideas striving to make a difference to the lives of disadvantaged young people.

2014 marks the centenary of Sir Ernest Shackleton's famed trans-Antarctic Endurance mission. The Shackleton Foundation is celebrating Shackleton's legacy of endurance and leadership by running the **My Antarctic campaign**.

The Shackleton Foundation believes that everyone has an 'Antarctic' – a personal challenge that they would love to achieve, but are afraid to try. The '[My Antarctic](#)' campaign provides an exciting opportunity for people to take on a challenge they have always secretly wanted to do, whilst at the same time raising money for a great cause.

#### Other information to consider adding:

- Information about your 'My Antarctic' challenge, and why this is a particular fear or personal challenge for you;
- Links, where relevant, to information about your challenge – to create a link, highlight the text you want to link from, press ctrl+k, and paste the link into the 'Link URL' box.

The screenshot shows a web browser window with the URL <https://uk.virginmoneygiving.com/fundraiser-web/fundraiser/createFundraiserPageSaveAndSendEmailAction>. The page is titled "Preview of your page" and includes "Save" and "Next" buttons. A warning message states: "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." The form contains three main sections: 1. Profile section with a placeholder for a profile picture and an "Upload your picture" button. 2. Page details section with a "Page title" field containing "Laura Pedley's fundraising page", a "Fundraiser" field with "Laura Pedley", and a "My page" URL. 3. "About you" section with a rich text editor containing a pre-written message. On the right, a "Running total" sidebar shows a target of £0, total raised of £0.00, and a "Donate now" button. At the bottom, there are sections for "Charity" (Shackleton Foundation logo) and "Event details". The Windows taskbar at the bottom shows the date as 18/07/2013 and time as 12:26.

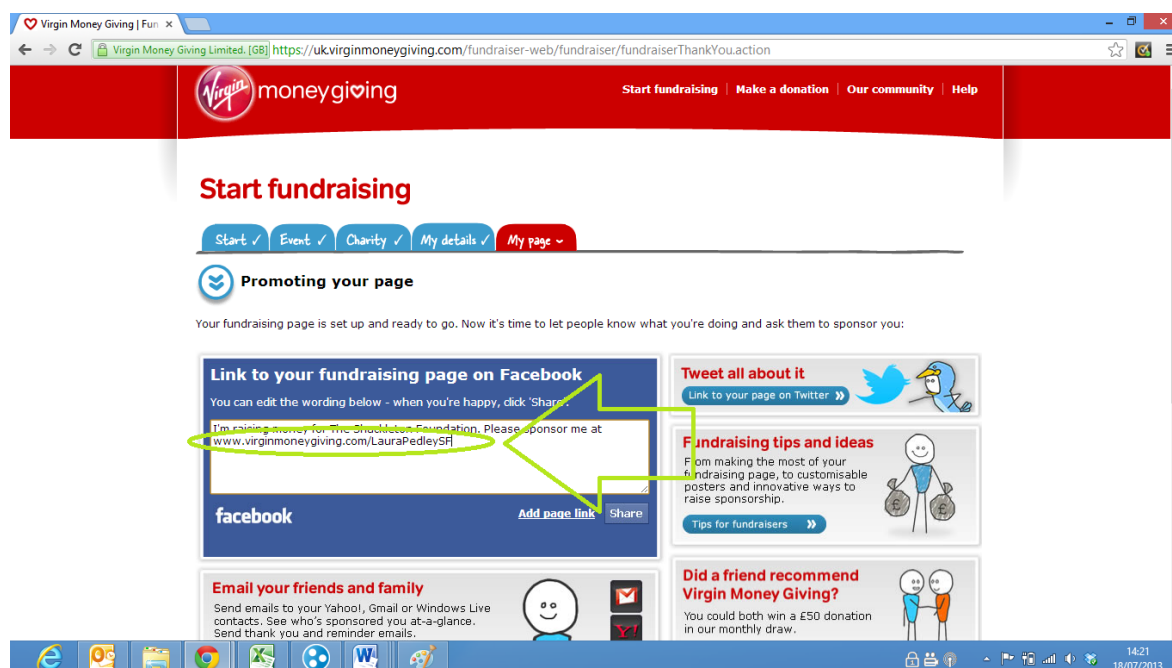
- d. Add a twitter handle (this is the username) and click 'update'. If you don't have your own twitter account, please include the Shackleton Foundation account, which is @ShackletonF

The screenshot shows a web browser window with the Virgin Money Giving website. The page is titled "Event details" and shows a fundraiser for "01 September 2013". The description reads: "I am fundraising as a personal challenge. My challenge is Swimming. My event is happening in London". There is a "Donate now" button and a "Share page" section with social media icons for Facebook, Twitter, Google+, and LinkedIn. A "Recent donors" section is also visible. Below the description, there is a "Twitter" section with a text input field for a Twitter username and an "Update" button. A "Save" button and a "Next" button are at the bottom right. The Windows taskbar at the bottom shows the date as 18/07/2013.

13. Select whether you would like to be emailed each time a person makes a donation. Select if you would like to send an automatic response to someone to thank them for their donation (recommended). If so, type a message and then click "Create my page".

The screenshot shows the "My page" setup screen on the Virgin Money Giving website. The page has a red header with the Virgin Money Giving logo and navigation links: "HOME", "Hello, Laura Pedley", "YOUR ACCOUNT", and "SIGN OUT". Below the header, there are tabs for "Start", "Event", "Charity", "My details", and "My page". The "My page" tab is selected. The main content area asks two questions: "Would you like us to email you when someone sponsors you?" and "Would you like to include your own personal thank you message on this email?". Both questions have radio buttons for "Yes" and "No". Below the second question, there is a text input field for a message. A "Create my page" button is at the bottom right. The Windows taskbar at the bottom shows the date as 18/07/2013.

14. You have created your page. Now you just need to promote it. I would recommend not clicking on the links to put it on Facebook/Twitter or email it, because it is generally preferable to do this yourself and make it more personal. However, your page link is provided,, which you can copy and paste into emails and social media.



15. To make amendments to your page, or to check the progress of your donations, simply go back to the Virgin Money Giving website and sign in (button is on the top right of the screen), and you will be taken to your account.

## Next Steps – Promoting your page

You will want to be promoting your Virgin Money Giving page to your networks. This includes:

- Posting information and links on Facebook/twitter/personal website where relevant;
- Sending an email around to your network;
- Including the link in any blog/diary entries that you write in the lead up to the challenge;
- Telling us about your page so that we can help promote it for you.

Please contact Laura on [laura.pedley@cause4.co.uk](mailto:laura.pedley@cause4.co.uk) if you have any problems, and to give us the link so we can help you to promote your page.