

Online Fundraising

Someone Special Pages

You can set up a Someone Special page with Virgin Money Giving to help you and the community around you to raise money in the memory of a young person. These pages enable you to have an ongoing memorial page so that friends and family can continue to make donations in the young person's memory throughout the year, possibly on a birthday or anniversary or other occasion, rather than being solely focussed on a fundraising event. The Someone Special page will remain open for donations for as long as you would like the page to. These pages act as a sort of 'hub' for all your fundraising efforts as you can also link fundraising pages that are for a specific event to the Someone Special page.

The benefit of these pages is that you have an ongoing total to enable others to see your fundraising efforts and you also have a link that friends and family can refer back to at any point (unlike fundraising pages that are often closed or cannot be viewed after a couple of months after the event).

As these pages will often remain open for long periods of time, you will receive a thank you letter for the page annually when there has been fundraising activity on the page. This will then also be acknowledged annually in the Update magazine for other supporters to see.

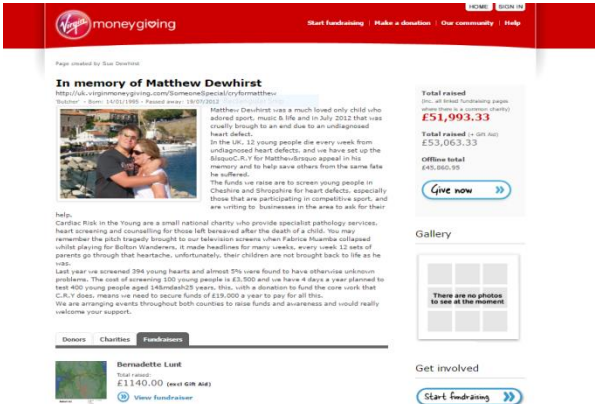
Please find our guide to setting up Someone Special pages and linking fundraising pages to them below.

If you have any questions about Someone Special pages or need any assistance with setting one up, please contact Ben by emailing ben@c-r-y.org.uk or calling the CRY office.

Setting up a someone special page

1. Firstly, click 'set up a page' and then click 'Someone Special'.
2. Now select the Someone Special option and click 'set up your page now'.
3. You will now need to fill out the information requested about the person you wish to create the page in memory of. Once done, click the 'next' button.
4. Select CRY as the name of the charity you would like to fundraise for by typing in the name and clicking search.
5. This will supply you with various charities that match the search, select CRY from the list and click 'next'.
6. You now need to either sign in or register (if you have not already done so).
7. Finally, you will be taken to a page that requires you to edit your new creation. Fill out the information that you wish to be shown on the page and when you are ready click 'publish page' (remember to save your page regularly as the page may time out if left for too long).

By following these steps, you will successfully create a Someone Special page.



The screenshot shows a Virgin Money Giving page titled 'In memory of Matthew Dewhurst'. The page includes a photo of a family, a description of Matthew's story, and fundraising statistics. The statistics show a total raised of £51,993.33, with a goal of £53,063.33. There is a 'Give now' button and a 'Start fundraising' button.

Creating a Fundraising page that is linked to a Someone Special page

Visit www.virginmoneygiving.com. It's the fastest and easiest way to raise money!

Make a page and share it online with your family and friends. Anyone can donate with a credit/debit card from anywhere in the world. Virgin Money Giving sends your donations straight to CRY and reclaims Gift Aid automatically (on eligible donations) on our behalf. We recommend Virgin Money Giving as it is a "not for profit" service, which means more of the money raised will reach CRY.

Here is our guide to setting up your page to be linked to a Someone Special page.

1. Go to your web browser and type (or copy and paste) the URL of the Someone Special page you wish to link a fundraising page to.
2. Once the page has loaded, click on the fundraisers tab and click 'start fundraising'.
3. There will be 3 options: Organised event, Personal challenge and special occasion. Click the option relevant to your event.
4. Once you have selected the relevant option, you will be asked to fill in the details of the event, complete the questions as best you can with the information you have and click next.
5. Now you will come to a page with information about your choice of charity/charities. Because you are linking your page to the Someone Special page, the details for CRY will already be filled out and will not be changeable. The only information you can add on this page is the amount you would like to raise and if the charity has contributed to the cost of the event (this should be marked as no). Click the next button.
6. Now you need to sign in/register (if you have not already done so).
7. Once that is completed, you need to make a URL for your page (usually easiest to use your name) then click next.
8. You will then be directed to create your own page and we encourage you to make it as unique as possible. Click 'create my page'.
9. Now you are free to create your page as you see fit, the more detail the better as this is your chance to sell yourself and your challenge to potential donors (remember to save your page often as the page may time out if left for too long). Click 'next'.
10. Finally you can choose whether to be notified about donations and the option to send a personal 'thank you' message to those who donate. Click 'create my page'.

If you follow these steps your page should be automatically linked to the appropriate Someone Special page.

Linking an existing page to a someone special page

If you have already set up your page and not linked it to the Someone Special page, please don't worry. Follow the below tips to help you retrospectively attach it.

1. Firstly, sign in to your account and click on the 'amend my page' button and click on your current page.
2. Now scroll down until you see the bold words "are you doing this for someone special".
3. Read through the relevant information and fill in the details of the person you are hoping to find (If this does not work, use "method 2" and type in the page information) then click 'find page'.
4. This will then supply you with pages that match the description provided, select the relevant page and click 'Link my page'.

If you follow these steps then your fundraising page will be successfully linked to a someone special page.