

# Royal Hospital Chelsea Guide to Online Fundraising



CHELSEA  
PENSIONERS

Online fundraising is an effective way to spread the word of your campaign with your friends, family and colleagues. If you want to maximise the amount that you raise for the Chelsea Pensioners, we suggest setting up an online fundraising page, as well as collecting in person donations.

If you are setting up your own fundraising event, like a personal sponsored walk, we suggest using [justgiving.com](https://www.justgiving.com)

If you are taking part in a pre-organised fundraising event like a half marathon, we suggest using [virgin money giving](https://www.virginmoneygiving.com).

## How to set up a Just Giving Page



1. Go to [www.justgiving.com](https://www.justgiving.com) and click on 'Start Fundraising'
2. When asked 'What are you raising money for?', click A Charity
3. Justgiving will now prompt you to sign in or create an account.
4. Search for 'the Chelsea Pensioners' Appeal, and click 'select'.
5. Select the option which best fits your campaign out of 'personal occasion', In memory, or Personal Challenge
6. Fill out the details of your personal event and click 'create page'
7. Add your personal story, photographs and fundraising target.
8. When you are happy with your page, click publish, and share the link with everyone you can!

## How to set up a Virgin Money Giving Page



1. Go to [www.virginmoneygiving.com](https://www.virginmoneygiving.com) and click 'Start Fundraising'
2. Create a fundraising account using your email address.
3. under 'what are you doing to raise money?' search for the event that you are taking part in (e.g. royal parks half marathon 2020', and click on the correct event.
4. search for 'Royal Hospital Chelsea Limited', select it and click 'create my page'
5. Write your fundraising story, add photographs and set your target
6. When you're happy with your page, click publish page, and share the link with everyone you can.

## Fundraising Tips and tricks

1. Set your targets high! People will want to support you, and it's alright if you don't hit your target - you'll still be making a difference.
2. Use one of the donation forms to collect from friends and colleagues in person to collect spare cash.
3. Enjoy yourself and don't make a chore out of it. You'll collect more if you're enthusiastic
4. Let us know that you're collecting money for us - we'll be able to give you specific advice and so that we can spread the word of your campaign

If you have any questions or need any help you can contact the fundraising team at the Royal Hospital Chelsea on 020 7881 5284. If you have problems with the sites, try their helpdesks on [theteam@virginmoneygiving.com](mailto:theteam@virginmoneygiving.com) or visit [help.justgiving.com/hc/en-us](https://help.justgiving.com/hc/en-us)