



A GUIDE TO FUNDRAISING

FSDP receives no government funding and the only way we can carry on making a difference to the lives of disabled people is from the support of people like you.

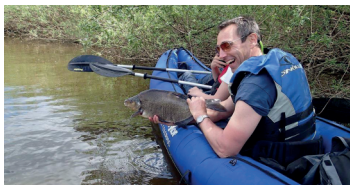
Taking on a personal challenge is a great way to support FSDP; the only limit on what you do is your imagination!

You could take part in an organised event such as a run, skydive, cycle or swim. Or why not organise your own event; from holding a coffee morning or pub quiz to washing cars or holding a sponsored silence – the options are limitless (see our A-Z of Fundraising on our website for more ideas). **And if you are about to start a flying scholarship with us then what better challenge could you have!**

Once you've chosen your challenge, it's time to start fundraising!

In this guide we will help you set up a fundraising page with Virgin Money Giving (VMG), and then give you some useful tips to promote your page on social media.

Thanks for your support.



Reach for the sky



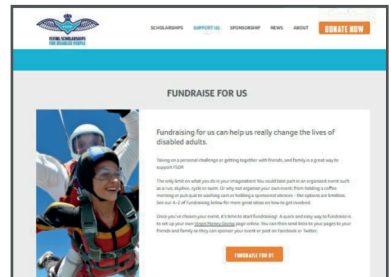
SETTING UP YOUR PAGE ON VIRGIN MONEY GIVING (VMG)

1A

Option 1 - Raising General Funds

The easiest way to get started is to go directly to the FSDP website (fsdp.co.uk) and click on the **SUPPORT US** page.

Scroll down to the FUNDRAISE FOR US sections and then click on the **FUNDRAISE FOR US** button

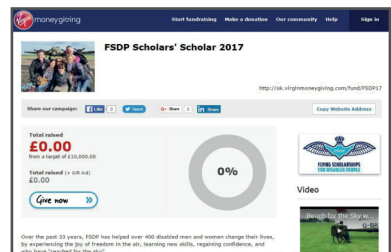


1B

Option 2 - Raising Funds for the Scholars' Scholar Campaign

Go to the VMG FSDP Scholars' Scholar page at: uk.virginmoneygiving.com/fund/FSDP17

Then scroll down towards the bottom of the page and click on **START FUNDRAISING**.



2

You will now be presented with the VMG START FUNDRAISING page. Click on the **PERSONAL CHALLENGE** button.

NB: If you are participating in an organised event, raising money for a specific occasion/someone special then click on the relevant button. The steps are very similar.

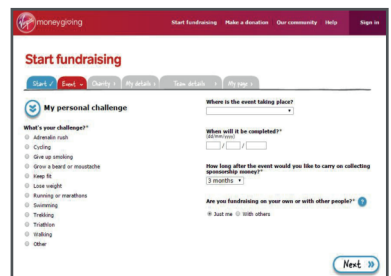


3

You will now be able to define your personal challenge.

For scholars learning to fly we suggest you:

- tick "Other" and enter "Learning to fly" as the activity
- enter "Gloucestershire" as the location
- enter completion date as 30th September
- leave sponsorship open for 3 months
- tick "Just me"



CUSTOMISING YOUR PAGE

4

Once you have clicked on **NEXT** you will be able to define the charity details.

If you have followed the above steps this will already be populated. You will only need to enter a fundraising target and confirm that FSDP are not contributing towards the cost of your challenge.

Once completed, click on **NEXT**.

5

Before you can customise your page you will need to sign in to VMG.

If you do not have an account click on **REGISTER**. You will then need to complete the required details before proceeding.

If you already have an account then click on **SIGN IN**

6

You may want to have a look at how other fundraiser's have set up their pages before completing this section to give you some inspiration!

Once signed in you will be able to:

- add a page title. e.g. “Fred’s flying challenge”.
- add some details about your challenge and a little about FSDP.
- upload a photo of yourself or a photo related to the challenge.
- add a range of features; just follow the instructions on screen if you choose to use them.

When you are happy with the changes click the **SAVE** button. You can always update this page by signing into your account and choosing “update my page”.

Your page should now be live.

If you have any technical difficulties setting up your page the VMG help line can be contacted on 03456-091046

PROMOTING YOUR FUNDRAISING CHALLENGE



There are many ways you can promote your fundraising, however, one of the easiest and most powerful is through using Facebook.

Here are 4 top tips, and some ideas on possible wording you could use.

1

Launch your fundraising on Facebook

As some of you may know, this summer I will learn to fly as part of a scholarship I have been awarded by the charity Flying Scholarships for Disabled People. This is an enormous challenge for me, pushing my personal boundaries, learning flying theory and then getting up in the sky to actually fly a plane!

I'm grateful to FSDP for providing me with this opportunity and I want to raise funds so that others can have a life changing scholarship like me.

All donations will be gratefully received by me and the charity.

Insert the link from your fundraising page

2

Keep your friends updated on your challenge

Just completed day one of my flying scholarship and I'm completely exhausted. Tomorrow we are going to up in the air and then it's an afternoon of ground school. Please support my incredible challenge with a donation so that I can help raise funds so that other can have a life changing experience like me.

All donations will be gratefully received by me and the charity.

Insert the link from your fundraising page

3

Update your friends on your fundraising progress

WOW, I'm just £25 away from my next big fundraising milestone.

All donations are appreciated by me and the charity, and will help other disabled people like me have the benefit of a life changing experience..

Insert the link from your fundraising page

4

Always thank those who sponsor you

A big thank you to John Smith and Mary Jones for your support and for your donations today; they really are appreciated and will help other disabled people like me have the benefit of a life changing experience..

Insert the link from your fundraising page

If you have any queries please contact us at info@fsdp.co.uk or on 01285-713299