

## A step-by-step guide to joining the November fundraising campaign

Step 1: Register your interest on our website <http://www.no-vember.org.uk/> This way we can keep in touch with you and let you know how the campaign is progressing.

Step 2: Pick something you are going to say NO to during NOvember. Make sure it's a good balance of challenging and realistic.

Step 3: Decide how you are going to fundraise. Will it be a donation of the money you save throughout the month or are you going to raise sponsorship? We imagine most people will probably do a combination.

Step 4: Set up your individual fundraising page (even if you are not seeking sponsorship)

- <http://www.btplc.com/mydonate/index.aspx>
- Click on 'register a personal account' in the top right corner. Follow the on screen registration instructions and remember to note down your user name and password.
- If you already have a Mydonate page, then log in as normal
- On your personal account homepage, click on 'My Fundraising' on the left hand side of the page.
- Click 'Create a fundraising page'
- Click 'Join an organised event'
- Enter 'Beyond the Streets' and 'NOvember 2016' into the relevant search boxes and press enter.
- When the November event appears, click on 'Join event'
- Fill in the event details as instructed on screen. You have the opportunity here to enter a fundraising target. We'd suggest a minimum of £50 but you may be feeling way more ambitious! Try to be realistic about how much you would normally spend on the item you are saying no to. eg. If you spend £2.60 every week day on a Cappuccino, you can expect to save £52. If you are raising sponsorship, try and predict an average sponsorship amount eg £5 and multiply that by the number of people you reckon you can persuade to support you!
- Click 'no' to the question about accommodation, flights etc.
- Tick 'yes' in the box that says 'Please pass on my details.'
- Fill in your personal NOvember challenge details. You can be as creative as you like here or you can use one of the existing pages as a guide. If you are not seeking sponsorship, this bit doesn't really matter. If you are, make it as motivational as possible! In the section entitled 'strapline' we'd suggest you say something like: "This November, I'm saying NO to chocolate... NOvember, NO Chocolate!"
- Click 'no' to joining a fundraising team, unless you're taking part as someone from an affiliated project and you're joining the affiliate team.
- Upload the NOvember logo and a picture that demonstrates your personal challenge.
- Choose your webpage address and click 'yes' to all three questions about searching.



- You will be given a link which you can share immediately on Facebook and Twitter by clicking on the links.

Step 5: Share your fundraising link as widely as possible via email, social media etc. Be sure to use the hashtag #novembercampaign

Step 6: On 1<sup>st</sup> November, begin your challenge!

Step 7: Keep on telling people about NOvember! Let people know how you are getting on. What are you finding particularly challenging? Tell people about the work of Beyond the Streets.

Step 8: Show your support to other NOvember participants by sharing photos, stories and encouragements on our Twitter and Facebook feeds. #novembercampaign

Step 9: On December 1<sup>st</sup> - give yourself a huge pat on the back and thank your friends for their support. If you are making a donation of the amount you've saved throughout the month, tot up your savings and add your personal donation on your MyDonate page.

Step 10: Keep your fundraising page active for a few weeks after the event. There will inevitably be a few late gifts!