

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. (If you are fundraising for an affiliate project, see alternative instructions below).

- Copy the NOvemberCampaign Virgin Money Giving page into your web browser > <https://goo.gl/Xuw6oF>
- Once you're on the November 2018 fundraising page click 'Start Fundraising'
- You'll be redirected to a page asking you to register for a fundraising account with Virgin Money Giving. Enter your details and click 'register'.
- You'll then be directed to a new screen, where you'll be asked whether you want to open an individual or team page – assuming you are fundraising independently, click 'Individual'.
- You'll then be asked 'What are you doing to raise money?' there you can enter details of the sacrifice you're making throughout the #NOvemberCampaign. For Example, This #NOvemberCampaign I'm saying no to coffee.
- It will list a series of events, scroll to the bottom of the page and click 'Doing Something Else?' You'll then need to enter the dates of the NOvemberCampaign -1st November 2018.
- On the next page, your chosen charity – Beyond the Streets – should appear automatically, if it doesn't, select us from the list.
- You'll then be asked 'Has your chosen charity contributed to your fundraising costs?' Click No.
- Finish by clicking 'Create my page'.
- Click 'Join an organised event'
- Fill in the event details as instructed on screen. You have the opportunity here to enter a fundraising target, a photo and call to action to inspire your friends! 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!
- Remember to include an inspiring strapline on your page to engage your friends in the cause!

- Upload the NOvember logo and a picture that demonstrates your personal challenge.
- 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 1st 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 November 25th - 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 page.

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

Instructions for those fundraising as part of a Beyond the Streets affiliated project.

If you're taking part in November as an affiliate project, you can create a fundraising team that connects the pages of all of the supporters who are fundraising for your organisation. This means they'll have an individual total raised and you'll have a collective total raised by the team for your organisation. By linking to the November Campaign 2018 Event page we'll have an overall total for the entire campaign. ***Unlike independent fundraisers who use Virgin Money Giving, you'll need to use BT My Donate.***

If you're a team leader, here's how to set up a team page:

- 1) Log in to your MyDonate personal account or register for an account at www.bt.com/mydonate.
- 2) From your personal account homepage click on 'My fundraising' in the left-hand menu.
- 3) Click on 'Create a fundraising team' from within the box in the centre of the screen.
- 4) Enter a name for your team in the first box.
- 5) Enter a team web page address in the next box (we recommend you use the same name as you chose for your team name) and click the 'Check availability' button to ensure the address you have chosen is available.

- 6) Add some information about your team in the next box (there is a 1000 character limit including spaces).
- 7) You can add a team photo (it must be smaller than 5 MB) by clicking on 'Browse', selecting one from your files and click on 'Upload'.
- 8) You can include your fundraising target by adding your own into the relevant box (do not include comms) or adding the targets of your individual team members together to create your team target. Alternatively, do not include a target.
- 9) Choose how you wish to display your team members i.e. in alphabetical order by fundraiser profile name or by value of donations.
- 10) Click 'Yes' or 'No' to state whether you want the fundraising team link to be searchable on MyDonate.
- 11) Click on 'Create fundraising team'.
- 12) You will see a confirmation screen informing you that your team page is ready along with the reference number. You can share the number with anyone who you want to join your team in support of your fundraising goal to help your team grow. Don't worry if you don't make a note of this reference number. It appears in your account details under 'My fundraising teams'.
- 13) Any existing fundraising pages you have will also show on the page so you can tick the boxes of any you wish to add to this particular fundraising team.

If you're a fundraiser, here's how to connect your individual page to the team page:

- 1) During the set up process you'll come to a question which asks 'Are you part of a Fundraising Team?' Click 'Yes'.
- 2) a separate box will appear asking you for a team reference number. Your fundraising team leader will have this and should have shared it with you. If you don't have this during the initial set up don't worry, you can edit this later once your page is set up. Enter the reference number and your page will be automatically connected to your team.
- 3) Continue with the set up process, remembering to click save at the end of the process.