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KidsUK Coast to Coast email 4 - money money money

1 message

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To: Pete Kelsall <C2C@petekelsall.com>

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Hi all

Still five months, almost half the year, to get prepared and do your FUNdraising. Here's a few tips:

People will donate for a number of reasons so it's worth working out what your donors motivations are. Some people will give because they know what KidsUK is and want to support the work. Some people will give because they're your mates and would support pretty much anything you were doing. Some people will give because they are persuaded by your commitment to do a load of training and give up several days to complete a tough challenge.

1 Always be ready to ask for sponsorship. Keep a form handy. You can print them off from the welcome pack on <http://www.petekelsall.com/kidsuk-c2c-2015.html>. KidsUK doesn't use JustGiving, Virgin Money, etc because we're a small charity and the costs are not worth it. Can you stick a sponsorship form by your desk, on a workplace noticeboard?

2 Make it easy for people to give. If they don't want to fill in a form, don't make it an issue. We do not need names and addresses unless the donations are GiftAid. Have simple collection tin, pot, box, jamjar, whatever and keep it handy for people to drop notes and coins into.

3 Make sure you can tell potential donors what KidsUK is and does: <http://kidsuk.org/KidsUK/about.html>

4 You may reach your target just by sponsorship but you can do extra activities. Cake sales are good but if you can't bake, consider a favour sale. Offer to mow a lawn, babysit, fetch shopping, clean a car. Charge a worthwhile rate too. Don't forget to take costs out of what's raised if you need to. Too many 'cake sales' sell cakes for less than it cost to make them!

5 Try selling miles and hills to people. For a generous donation (say £10) promise that you will text a photo from the end of any given mile or top of a big hill. Notable miles could be: 30 (half way day 1); 50; 60 (end day 1); 70 (half way); 100. Big hills are Whinlatter, Hartside, Nunnery Hill (Garrigill to Nenthead), Killhope Law (Nenthead to Allenhead), Black Hill (over Reahope Moor out of Rookhope), Crawley Side (Stanhope), Weather Hill (Waskerley Way)

6 Can you have a three minute slot in your church service to ask for sponsorship / fundraising. Make it quirky by wearing cycle clothing; or sit on your bike while you make your pitch; make sure you have sponsor forms, pens and money collecting pots. Always make it easy for people to give.

7 Sell pebbles from the finish beach. Take a fiver in return for the promise of bringing back a pebble from the Tynemouth beach (remember to have a small bag with you or put some in your pocket on the last day).

8 Set up an evening at home or in a church room for a week after you get back and tell your story with photos and using video clips from the KidsUK website. Charge friends for a drink and cakes and tell them the funny and tragic (!) incidents that happened along the way. It needn't be long, keep it fun. Remember to take pictures along the way and get other in our group to take photos of you.

9 Ask people to pay a pound or two to guess the exact miles you cycle. Get a box of chocs (like Celebrations) and give it as a prize to whoever gets closest. Make sure you have a GPS or mile counter recording accurately what you do. We'll all do roughly the same but there will be small differences.

10 Say THANK YOU. Every time anyone gives you any form of sponsorship, say thank you. Consider sending a thank you note with a print of a picture of you at the finish line to people who make bigger donations. You may well find that people will drop a second donation after you finish it if you take time to say thank you when you get back.

There is still a place left so you can keep pressuring another person to join us. Make sure you check with me

that a place is still available when you get someone interested.

Here's my usual reminder of key dates

6th June Rutland Water Practice Ride

30th June first £250 sponsorship needs to be in

11th July Derbyshire Practice Ride

13th August Travel up to Mains Farm

14th August Ride Whitehaven to Kirkoswald

15th August Ride Kirkoswald to Rookhope

16th August Ride Rookhope to Tynemouth

17th August Return home

30th August final sponsorship due

Any questions do keep coming back to me.

Use the Facebook group to swap encouragements and say hello.

Keep pedalling and get used to the 'feel' of your saddle!

Pete

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