

Challenge Fundraising Guide

Thank you for choosing to fundraise for Ride High. Every penny of the money you raise will help to support the most vulnerable and disadvantaged children in Milton Keynes. Fundraising can sometimes seem a little daunting. So to help make it easier, once you have selected your challenge, this guide is designed to help support your fundraising efforts.



1

Create your fundraising page

Setting up an online fundraising page is a popular and easy way to kick-start your fundraising. We use **GoFundMe**. Please visit: www.gofundme.com/sign-up to get started.

a) Create your account

When you sign up for a GoFundMe account you're asked for your full name and the email address you want to use.

- *Make sure you use an email address that you have access to!*
- *Take a note of your password when you set it & remember to verify your account.*

The name you enter when creating your account is the name that'll be displayed publicly on the fundraiser page: If you don't wish to use your official name, you can enter your chosen name here.



b) Set up your fundraiser

You will be asked the following questions:

Who are you raising funds for?

Please select a **charity**.

Where do you live?

Start typing your local town and the name will come up.

Which charity are you fundraising for?

Please choose **Ride High** from the list.

What is your fundraising target?

- *You may want to set your goal slightly higher than what you'd like to raise as there's a transaction fee* per donation*
- *You can edit your target at any time*
- *Your fundraiser won't automatically end when you reach your target.*

* (2.9% + 22p)



c) Add a cover photo or video

We have a collection of Ride High images that you can use - please contact events@ridehigh.org Or you can use your own images. Things to remember:

- *You must have the rights to post and share your chosen photo or video*
- *The recommended photo size is 720 x 405 (landscape format)*
- *JPEG, PNG or BMP file type and should be high quality*

If you'd like to share the Ride High video, you'll find it here: <https://youtu.be/niSJCwyuanA>. If using your own video, please note that videos must be hosted on YouTube and set to "public".

d) Tell your story

Set your fundraiser title:

It should be 35 characters or less and aim to be memorable.

Tell your story:

We've included a little information about Ride High to get you started, but please do personalise this as a compelling story is the foundation of a successful fundraiser!

Try to include:

- *Who you are*
- *What you're doing to raise money*
- *Why you've chosen to raise money for Ride High*
- *Add videos and photos to your story to make it stand out.*

Aim to summarise the entire purpose of the fundraiser in the first 3 sentences.

When you've finished writing your story, you can preview it and make any final edits.

Then click "Complete fundraiser", or "Save" if you want to make changes before launching.

*A
compelling
story is key
to success!*

*Once you click
"Complete fundraiser"
your campaign is live
& open to receive
donations!*



e) Invite Team Members

If you're fundraising as part of a team you can add members to your fundraiser. Team fundraisers have been shown to raise up to 3x more funds, and team members:

- *Can help spread the word*
- *Can post updates and thank donors*
- *Cannot withdraw funds or edit the story*

Enter your team members' email addresses and click "send invite" to ask them to join your team.

2

Start spreading the word

You can now use your fundraising page to get donations:

- 1 Share your page with your closest circle of friends, family and colleagues
- 2 Just click the share button on your page for your unique link to send in text messages, emails, to print on posters and even add it to your email signature
- 3 Share your page as often as you can on social media channels too. Remember to always tag @RideHighMK.
- 4 Use the **Update facility** on your page to regularly post progress updates and photos. You can link these updates to your Facebook page.
- 5 As donations come in remember to always thank the donor - in person and/or on social media. It's important to always acknowledge donations and can lead to more donations.
- 6 Finally remember - 'it's not over until it's over'. Up to 20% of donations come in after you've crossed the finish line (completed your challenge). So do use your page and social media to update people on how you did. If you meet your target before the event, then you can always increase it!



Sharing your fundraising page is key to getting donations on GoFundMe



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Put the fun in fundraising!

There are lots of additional activities you can do to support your fundraising - with family, friends and colleagues - at home, in the office or online...

- F**ilm night - make your house or office into a cinema for the night and invite people round to watch a film. Throw in some movie treats like popcorn and nachos and charge for tickets.
- U**nwanted goods sale - ask friends, family and colleagues to donate unwanted items for you to resell and raise money from.
- N**ame the bear - christen a teddy bear then create a list of 100 names and charge people £1 a guess. The winner gets the bear, and you add the proceeds to your fundraising total.
- D**ress down day - a great idea for the workplace. Take off the tie and charge people to dress down.
- R**affle - contact local businesses for prizes to raffle. Why not ask a local shop to host your raffle to help you sell more tickets?
- A**uction of promises - ask friends / colleagues to come up with a promise such as making tea for the week or providing homemade cakes every Friday for a month. Then auction the promises.
- I**n it to win it - whether it's Strictly Come Dancing or the World Cup, a sweepstake is a great way to engage people for long periods while raising money. You could even connect it to your challenge, for example, how long will it take you to complete a Marathon?
- S**cavenger hunt - hold a hunt at home, on your street, at work or even online. Give each person or team a list of items to find and those who find them quickest are the winners.
- I**nvention day - organise an invention competition to see who comes up with the wackiest invention. Charge to enter and have a prize for the winner.
- N**ight at the races - organise a horse racing evening at a local venue, work or online. Show pre-recorded horse races on video and raise money from bets and tickets.
- G**uess... how many sweets are in the jar! The winner wins the contents of the jar.

Finally, ask your employer to match the funds you raise. This will rocket you towards your target.

Good luck and thank you for raising funds for Ride High.

Need more help? Please contact us for resources, t-shirts and further advice:

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