

16TH - 17TH JULY 2022

THE GREAT
RACING WELFARE
CYCLE

FUNDRAISING PACK

SOCIAL MEDIA



Social media is a great place to share your story and ask for sponsorship. Make sure you are following Racing Welfare, @racingwelfare, and tag us in any posts about your progress and training so that we can share them with our wider audience and supporters of the charity.

We have put together some pre-written social posts for you to share on your own channels to help you raise sponsorship money.

- We are taking part in the #GreatRacingWelfareCycle at @Cheltenhamrace for a 24hr cycle challenge in aid of @Racingwelfare!

Please show your support and donate if you can: [Insert Justgiving link]

- X weeks until the #GreatRacingWelfareCycle

Me and [insert team names] are taking on an epic 24hr cycle challenge starting at @CheltenhamRaces to raise money for @Racingwelfare

You can sponsor me here: [Insert Justgiving link]

- It's here! At 12pm today we are taking on the #GreatRacingWelfareCycle

Our team will be cycling non-stop for 24hr raising money for @Racingwelfare

Wish us luck by donating here: [Insert Justgiving link]

Top tips:

- Imagery works well and really helps paint a picture. Share videos, training plans/routes or even just your views while you're out cycling.

- TAGS!! Tag everyone and anyone whom you think might support your challenge and ask your friends and family to share your posts.

SPONSORSHIP & GIFT AID

Support from Racing Welfare

Racing Welfare is here to support you throughout your fundraising journey. We have some great stewardship tools to support your fundraising efforts and can also arrange regular check-ins to see how you're getting on with your target and if there is anything we can do to help. Our fundraising team has a wealth of experience which enables them to support you and provide different ideas for ways that you can raise funds. If you would like help with your fundraising, please email Jo at jwhite@racingwelfare.co.uk.

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Match funding

Generally speaking, most high street banks and building societies, insurance companies, supermarkets, utility providers, phone companies and car manufacturers will have offered match funding schemes to their employees. Find a list of some companies that provide match funding [here](#).



Gift Aid is a scheme that means charities can reclaim tax on donations made by UK tax payers. If you add gift aid to your donation we can claim back from the government 25p for every £1 that is donated at no extra cost. We have partnered with up with [justgiving.com](https://www.justgiving.com), a great website where you can set up your own fundraising page.

JustGiving:

- Log into [justgiving.com](https://www.justgiving.com) and click 'Start Fundraising'
- When asked 'Are you fundraising for a registered charity?' select 'Yes, continue'
- Search for and select Racing Welfare
- Select whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing
- If you can't see your event listed, select 'Add your own' at the bottom of the page
- Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate
- Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction. Donations to your page won't be eligible for Gift Aid.
- Click 'Create your page'

Just Giving will send the donations straight to Racing Welfare and re-claim any Gift Aid automatically on your behalf. Setting up your fundraising page is really simple but if you do need any help then please get in touch with Jo at jwhite@racingwelfare.co.uk

THE GREAT RACING WELFARE CYCLE

TOP FIVE FUNDRAISING TIPS FROM RACING WELFARE

1

SET UP YOUR FUNDRAISING PAGE, PERSONALISE AND SHARE!

Well done on setting up your Just Giving page! But the hard work isn't done yet. To make sure your fundraising page stands out, you need to update the 'story' section of your page. This is your opportunity to tell people what you are doing, why are you doing it, the difference their support will make and most importantly, what Racing Welfare means to you. Then your page is ready to share, share, share!

2

HOLD A FUNDRAISING EVENT

The prospect of organising a fundraising event may seem like a lot of hard work, especially when you are already getting up early for your training rides. But holding a fundraising event is a great way to smash your fundraising target in just one night. You could organise a race night or pub quiz at your local or, make the most of the summer sunshine and host a garden party. As well as raising funds through entry/ticket fees, there are other chances to fundraise here through raffles, auctions and the selling of food and drink. If you did want to host an event, we would be delighted to support you with this, and we have a whole host of fundraising materials on hand to help. Get in touch with Ryan by emailing rjudson@racingwelfare.co.uk.

3

ENGAGE YOUR WORKPLACE

Involving your employer and your colleagues is a great way to boost your fundraising. Firstly, look at the opportunities to engage your employer. Do they have a matched funding scheme or a charitable foundation which could make a donation? Can they help you spread the word about your challenge by sharing your fundraising page with colleagues via email and group intranet? Then look at the options to get your colleagues involved. If you're back in the office, why not suggest a dress down day or a bake sale?

4

RUN A SWEEPSTAKE OF HOW MANY LAPS YOU WILL COMPLETE

This is a fun and easy way to uplift your fundraising efforts. Ask people to guess how many laps of the 30km loop they think you will complete in the 24hr period in exchange for a donation. The prize? Well, you can either offer part of the money received back as a prize or why not try and secure a prize from a local business or restaurant, so that all of the funds go straight towards your total? You will find a copy of our Racing Welfare sweepstake grid at the back of this pack

5

UTILISE YOUR NETWORKS

Finally, work out how your friends, family and colleagues can support your fundraising efforts. Do they own a venue where you could host an event, or work for a company that could provide a top tier raffle/auction prize? Could your friends take a sponsorship form into their office and encourage donations, or share your fundraising page on their social channels? They'll likely be happy to help and support you however they can, so please don't be afraid to ask them!

Ryan and the fundraising team are here to help you with your fundraising in anyway they can so please get in touch any time for support with your fundraising. You can email Ryan at rjudson@racingwelfare.co.uk or give him a call on 07824 472765.

