



## LINK COMMUNITY DEVELOPMENT

### MALAWI BIKE RIDE 2011 FUNDRAISING IDEAS



Each rider in the **Malawi Bike Ride 2011** is committed to raise at least £2,850 in sponsorship to support Link Community Development's objectives of improving access to quality education in Malawi. We recognise that for some, this is a fairly challenging amount, but we want to encourage you to believe that this is a target you can reach, and can even exceed. Here we suggest some ways to approach the challenge, and some of the people and organisations you might approach.

#### How to get started

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##### **Set your target**

The minimum sponsorship target is £2,850. Think what your personal target could be, and aim high - you are likely to be surprised at how much more sponsorship you will be able to raise than you aim for, If you meet your first target, set another one!

##### **Be enthusiastic**

People are far more likely to respond to an enthusiastic appeal for help, and your enthusiasm will encourage your sponsors to be generous in their support of all your efforts.

##### **Be informative**

Make sure that people know what you are doing and why. When we accept your registration we will send you a resource pack to help you raise sponsorship. Along with your sponsor forms, this will include a range of information for you to give to your prospective sponsors to encourage them to support you, and to encourage your local media to give you coverage.

##### **Be methodical**

You are likely to be asking a lot of people for sponsorship, and dealing with a lot of money. Please keep accurate records of those you have approached and what they have given. This will encourage you as you begin to see your sponsorship total rise.

#### How to encourage people to sponsor you

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People will support you mainly because you ask them to. The personal approach is very important, but it is also important how you ask them. Do try to make the approach appropriate to the person you are asking. Your favourite aunt probably won't appreciate a formal letter, but businesses and organisations will appreciate all the information you can give them. If it is more likely to be successful - to a 'big business' contact for example - ask someone else to make the approach on your behalf. Use all the contacts you have!

You will be asking your sponsors to help you to support Link Community Development's objectives of improving access to quality education in Malawi. The fact that you are giving your enthusiasm, your time and your energy to raise money by taking part in the **Malawi Bike Ride 2011**, should show them your commitment. But you need their help to reach your target - and people like to be needed.

This is not going to be a "holiday" for you. We can be very sure that you will enjoy it - in fact it is likely to be an experience you will never forget. But it is going to be a physical and mental challenge, which your friends will either wish they were sharing - or be glad they are not! Either way, they should be encouraged to support your efforts with a donation.

You're not doing this for yourself. You are doing it to help others.

#### How much should they give?

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This is always a difficult question, and one which each person must decide, depending on who they are asking. However, people do need some guidance on how much you are expecting them to give. If each



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sponsor were to give you just £1, the minimum target would take a long time to achieve - or a lot of sponsors! - So you need to encourage your supporters to give an amount that is appropriate for them, to recognise your efforts and commitment - and only you can decide what guidance you should give to each one.

Some generous donations will not only encourage you, but will reduce the number of smaller donations you need to look for. It is useful to make up a chart of how many donations of what size you think you can aim for, depending on your contacts, to make up your target, along the lines shown below. You could then decide who you should ask to be ... "one of my top 10 sponsors" etc...

Make sure that you tell people how much sponsorship you have to raise - and when you have raised some, tell them how much you still have to raise - so that they have the opportunity to help you as much as they can.

### Sample Donation Charts

A sample personal target of £2,850			
120	donations of	£5	£600
75	donations of	£10	£750
20	donations of	£25	£500
10	donations of	£50	£500
5	donations of	£100	£500
Total raised			£2,850
Total no. of donations			205

A sample personal target of £3,500			
25	donations of	£5	£125
21	donations of	£25	£525
21	donations of	£50	£1,050
8	donations of	£100	£800
2	donations of	£250	£500
1	donations of	£500	£500
Total raised			£3,500
Total no. of donations			78

### Who you should think of approaching

Make a list of all the people and organisations you are connected with, whom you could approach to ask for sponsorship. Of course this will depend on your own circumstances, and will vary from person to person. Decide whether to write to each of these or to contact them in person. To help you begin your list, these are some of the people you should think of approaching:

**Family and personal friends** - The people closest to you are most likely to support your efforts. Spread the "family and friends" net as widely as you can.

**Your employer** - Many employers are keen to encourage their employees in charitable efforts - don't be afraid to ask. Your employer might be prepared to match, pound for pound, the donations you receive from your colleagues at work or better still, your total donations from all sources. Find out whether your employer is in the CAP Matched Giving Scheme.

**Colleagues** - If you work in a large organisation, you have plenty of colleagues to ask. If you get the approval and support of the leaders of your organisation, it encourages others to give. Use lunch breaks and tea breaks to talk to people about what you are doing. Use in-house publications to get the word around - make sure you include a contact point where people can respond. If you work for a small employer, is there a professional publication you could use to spread the word to others in the same line of business?



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**Your school** - Fellow teachers and parents, maybe even the pupils, would be interested in what you are doing. Tie it in to your curricular activities and it would become even more popular!

**Your community** - Your own neighbourhood can also be very supportive, in addition to Residents Association, your Community Centre, the local Scouts or Round Table etc. can all be helpful. Emphasise the local connection and use your own local contacts for maximum effect.

**Local Businesses** - Your local shops are often interested in supporting local effort. Ask the person in your family who usually does the shopping to make the initial approach!

**Business contacts and suppliers** - If you are in business, this offers many opportunities - colleagues, customers, suppliers, even competitors could all be approached.

**Large firms** - This may work for you if you have "friends in high places" in such firms. If you have - ask them to help you get to the person who holds the purse strings! However, "cold calling" is rarely successful, and if you rely on this approach you may be disappointed.

**Clubs and associations** - Take your sponsor form with you whenever you go to sports or recreation club, whether this is golf or keep-fit, or chess or photography, or whatever - there will usually be some opportunity for socialising and telling people about what you are doing. Use the notice boards there too, so that you get the information across to as many people as possible.

**Distant friends** - Those you haven't seen for a while, across the miles, or across the years, would be interested to know what you are doing. Your Christmas card list should come in handy!

**And anyone else you can think of!** Even when you think you have exhausted your list of contacts, there are probably still some you have forgotten. Keep reviewing your list and adding to it.

#### Be up front

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In your commitment to the **Malawi Bike Ride 2011**, you will undertake to send 80% of your sponsorship money to Link Community Development 10 weeks prior to departure and the remaining 20% within 6 weeks after completion of the event. In fact, you should aim for as much sponsorship as possible "up front" This is much easier from everyone's point of view, and your sponsors will most likely welcome the opportunity to give you the donation "on the spot". Of course, you must respect the wishes of those who want to know you have completed the task first!

We suggest that you encourage your sponsors to sponsor you for the whole event and not at so much per mile - this can be quite hard to measure! You will aim to take part fully in the **Malawi Bike Ride 2011** and their donation will recognise this.

#### Fundraising events

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It is likely that the largest proportion of your sponsorship will come from sponsorship donations. However, you may want to organise some fundraising events to augment your sponsorship total - or better still, get someone else to organise these for you. Such events can be very good for attracting publicity, for raising awareness of what you are doing, and for attracting straight donations too. There are a number of things you might think of arranging....

- a quiz night
- a local talent concert
- a ceilidh /club night /band night
- a car boot sale
- a fashion show
- a concert in your school/local community centre
- a bag packing day at the local supermarket
- a jumble sale, or book sale



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**FUNDRAISING IDEAS**



One thing we do ask is that you remember you're raising funds for a charity, and that your fund raising events should not be inconsistent with the aims and ethos of Link Community Development. If you are in any doubt whether something you plan is appropriate, do ask and we will advise you.

### Practical suggestions

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Talk to people you meet about what you're doing - you'll be surprised how many people offer to sponsor you before you even ask! Enthusiasm really is catching!

**Enlist** the help of an "agent" (or two!) to work with you on raising your sponsorship. Two people can cover a much wider circle of potential support than one. Ask a member of your close family - a parent or an offspring.

**Contact** your local media. Your local newspaper, free-sheet or local radio station will be delighted to know what you are doing, and will be ready to give coverage to local effort. In this Resource Pack you will find materials to help you with your approaches to the media. Any coverage you get will not necessarily result in an avalanche of donations, but it will mean that people are more likely to know something about what you're doing, and will be more ready to respond when you approach them personally.

**Thank** all sponsors, either in person, or by letter, and after the event let them know how you got on, and how their donation contributed to your total.

**Don't** be afraid to go back and "jog the memory" of people you have already asked but who haven't responded. People tend to be so busy they forget, and will appreciate a little reminder.



### A to Z of fundraising ideas

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<b>Auction of Promises</b>	Try to get people to donate a promise of their time, use of their belongings, or to donate a gift.
<b>Bungee Jump</b>	Sponsor a friend or colleague to take a jump of a lifetime, or better still, do it yourself!
<b>Bring a pound to work day</b>	Simply ask all your colleagues to bring just a pound to work in aid of the charity, then collect together the money and send it to us.
<b>Cricket Match</b>	Have a knockout contest and charge people to join a team. Charge admission to all your spectators and sell refreshments.
<b>Dinner dance</b>	Have a good band and good food and charge a good price. Organise a raffle and/or an auction.



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Expert Seminar	Use an expert or well known personality, who is prepared to donate their time to give a talk or performance. Charge admission, have a break to sell refreshments and an auction of a signed book or autograph.
Fashion Show	Ask a local store to put on a show in conjunction with your company.
Gladiators	Have a company fun day and charge teams to take part in a competition Gladiators-style knockout league.
Halloween Ball	Sell tickets to a fancy dress Halloween Ball.
It's a Knockout	Challenge your clients and other companies to a friendly 'It's a Knockout' Competition.
Just a Minute	Have a sponsored game show with – no repeating, hesitating or deviating. This could double up as a presentation training exercise!
Karaoke Evening	Ask a local pub to host one for you and charge people to get in or take part.
Lunch Money	Ask all your colleagues to bring in sandwiches for their lunch and donate the money saved to the charity.
Masked Ball	Everybody wear a mask of their choice. Have a competition to guess who's who.
Night in for the charity	Stay in for an evening and donate the money saved to the charity.
Outward bound weekends	This is the perfect way to promote team work within your company while raising money for the charity.
Publicity	Send a press release to all your local papers asking for sponsorship from the companies and individuals.
Quiz Night	Challenge different departments or branches to a friendly inter-company quiz, with prizes for the best team, most inventive answer, wooden spoon etc..
Race Night	Hold a race night in aid of the charity (ring us for further details).
Sponsored Event	Swim, slim, headshave – ask your colleagues and friends to raise sponsorship money for you in a fun way.
Treasure Hunt	A challenging and fun way to raise big money.



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University Challenge	Collect together teams who attended the same or nearby universities and hold a challenge to see which university comes top.
Variety Show	Round up your talented friends and tread the boards, charging for admission of course.
Wine Tasting	Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales to the charity.
X-files Party	or any other themed evening with fundraising top of the menu of course.
Your own Lotto	Works exactly the same way as the Lotto, only you have a better chance of winning!
Z...	Your own fundraising idea beginning with Z!

**We hope the advice in this leaflet has set you thinking along many tracks, and will encourage you that taking part in the Malawi Bike Ride 2011 is well within your grasp. Remember, you can always telephone us on 0131 243 2685 for help or advice.**