

Alicia Lawson – My fundraising success story

I was originally a bit daunted at the prospect of raising even £250, but all it takes is **one tiny success** to realise how simple, and enjoyable, raising for charity can be.

In fact, the most successful attempts are always the ones that you have fun with. The best way to get people to part with their cash is often at an actual event that they can attend and participate in themselves: you can probably raise the bulk of your minimum target on just one evening.

I managed to get **a good way there with a pub quiz**. I looked up online all the pubs in my area which did weekly quizzes already - a surprisingly large number do, and a few of those do it for charity. It couldn't have been simpler to persuade the manager to make his quiz in aid of LCD rather than his usual charity of choice for just one week. Especially when I took the question writing off his hands!

By doing it in a pub we already had all the extras in place: good venue, PA system for the microphones, and most importantly the ready-made pub clientele of quiz regulars. With all my own friends in addition it was a really simple and stress-free way of raising over £150. But obviously, if you wanted to put that extra bit of effort in and sell your own drinks in a borrowed venue, there'd be potential for raising far more.

Events like this really help to get the ball rolling. However, I personally found that my best selling point when it came to raising money was **the unique nature of the actual trip** - the fact that I was going to be hitch-hiking over one and a half thousand miles across three countries.

The mere promise that we were going to do it was certainly enough to get some people's attention, so your first step should be to make sure that as many people as possible know about what you're doing. Make Facebook groups, send emails, and of course talk about it: the more excited about the trip I got, the more it sparked people's interest. Because although I did manage to reach my minimum target before we left, in the end **the major proportion of what I raised came afterwards**, once I'd actually made it to Morocco and back!

I kept a fairly detailed diary while we were away, and once we were home re-wrote it in a short day-by-day format to send to anyone who'd asked me to let them know how it had gone. Moments of the trip had been so bizarre, funny and extraordinary that my anecdotes hardly needed embellishing (in fact sometimes the opposite) and people enjoyed the read! More importantly I think they felt that **the experience and our efforts were definitely worth sponsoring and rewarding**, and I even got second donations from people who had started with a smaller amount.

So when you're fundraising, make sure you don't underestimate the memory value of the Hitch experience, which could end up having some fundraising value too. Armed with the uniqueness of the Hitch experience, and the energy to organise a couple of events, you should reach that target in no time.

Good Luck!