

# FUNDRAISING TOP TIPS





  **Fundraising for the London to Brighton Cycle Ride? Let's Make It Count!**  

**Now it's time to turn those miles into meaningful impact by reaching (smashing!) your £150 minimum sponsorship target. Fundraising can be fun, social, and incredibly rewarding, here are some effective ideas to get you started:**

### **Set Up Your Online Fundraising Page**

Create a [JustGiving](#) page and share it everywhere Facebook, Instagram, LinkedIn, WhatsApp, the more people who see it, the more likely they are to support you. Personalise your story, add training updates, and don't forget to thank your donors!

### **Check for Matched Giving**

Many companies offer matched giving doubling the donations you receive. Ask your employer if they support this. It's an easy way to increase your total without asking twice.

### **Tin Shaking with a Twist**

Get creative! Set up a static bike challenge at a supermarket, gym, or train station and collect donations as you ride. Just make sure to check if you need permission or a council permit.

### **Always Have your Fundraising Page to Hand**

You never know who you'll bump into! People are often happy to give when they hear what you're doing.

### **Host a Fundraising Event**

Think: BBQ, brunch, quiz night, karaoke, dinner party. Charge a small entry fee, add a raffle, and make it a night to remember!

### **Get Schools Involved**

Ask local schools to run a non-uniform day, or organise a mini sponsored event with students, it's fun for them and great publicity for your cause.

### **Offer Odd Jobs**

From weeding gardens to ironing shirts, offer your time and skills in exchange for donations. People love helping when they get something useful in return!

### **Celebrate with a Cause**


Got a birthday coming up? Ask for donations instead of gifts and let your celebration support something bigger.

### **Spread the Word**

Tell everyone, and we mean everyone, what you're doing and why. Add it to your email signature, post updates, send messages. Your passion will inspire support.

### **Run a “Guess the...” Competition**

Whether it's sweets in a jar or naming a teddy, these little games are always a hit especially at school fairs, workplaces or events.

 **Top Tip: Don't be afraid to ask! People give to people and you're doing something amazing. Let your enthusiasm shine and you'll reach your target in no time.**

**Happy cycling and good luck with the fundraising!**   