



CUMBRIA
COMMUNITY FOUNDATION

Fundraising tips

1. Set a challenging but attainable goal

Your fundraising goal should be a stretch, but doable. If you are getting close to your goal, then raise it so people continue to donate (you don't want prospective supporters to decide not to donate because you have reached your goal).

2. Tell your story

Are you a keen cyclist looking for a challenging ride? Have you recently taken up cycling and want a goal to work towards? Perhaps you completed the middle distance ride last year and have decided to tackle the long distance course this year? Do you know someone who was affected by the floods in 2009 and received help from the Foundation? Do you know an organisation that has had a grant from us? Whatever your story, tell people why you are doing the Rivers Ride.

3. Show your donors where their money will be going

Include a short paragraph on your JustGiving page and in your emails about Cumbria Community Foundation and why you think our work is worth supporting.

4. Kick things off with a generous donation

Ask your close friends and family for their support first to get the ball rolling. People tend to match the amounts already listed on a sponsor form or JustGiving page, so ask people who are more likely to get you started with some generous donations. £20, £10 or even £5 could help set the bar. But bear in mind that starting off with a large amount, like £100, could be intimidating!

5. Increase your total with Gift Aid

Encourage people who are UK tax payers to take a few extra minutes to fill in the Gift Aid form to get an additional 28% back from the tax man. The only required information is their name and address, which is kept confidential and not used for any other purpose.

6. Spread the word

Get in touch with everyone you know – family, friends, workmates. If you tend to use Facebook to send messages, don't forget to email anyone who doesn't use it. The more people you tell, the more money you're likely to raise. Make full use of Facebook and Twitter to publicise what you're doing.

7. Send follow up messages

You know how it is with emails – you have good intentions, but once you have read them they often slip your mind. Why not keep people updated with how your training is going, and at the same time you can remind them about your fundraising target.

8. See if your employer will match your efforts

Find out if the company you work for operates a matched giving programme. If they don't, suggest the idea to them.

9. Say thank you

Always thank your supporters for their generosity. After you have completed the Rivers Ride, tell them how it went and how much you raised. People will be more likely to give again if they feel that their donation was appreciated and valuable. You might need their support again for next year!

10. It's never too late

It is never too late to start fundraising – any amount makes a difference.

And don't stop fundraising after you've completed the Rivers Ride – tell people about your achievement and let them know they can still sponsor you. JustGiving reports that 20% of donations are made after an event.

