

Putting the fun back into fundraising!

Your guide to fundraising
for Sustrans.



Help us change the world by going the extra mile (or 100 miles!)

Thank you from everyone here at Sustrans for choosing to raise money for Sustrans. We're always astounded at the dedication of our supporters and what they'll do to raise important funds for us.

Every penny you raise for Sustrans will help our work to enable people to choose and enjoy healthier, happier, cleaner and cheaper journeys everyday!

3 great reasons to fundraise for Sustrans

1. **We're close to your heart, literally.** Our National Cycle Network passes within a mile of 60% of the population—now we want to give everyone in the UK this kind of access.
2. **We have practical solutions to everyday problems.** Obesity, transport poverty, lack of spaces to play, congestion. We can help! We create places to ride, walk and just have fun. Our projects have been shown to reduce traffic levels and increase the number of children cycling to school—turning the school run into the school ride.
3. **We don't stand still.** We're always **growing** the National Cycle Network, **lobbying** the local and national government for better provision of safe and sustainable transport options, **connecting** and **working** in communities to make their streets better places to live in and travel through, **giving guidance** to those who want to travel in a more active fashion, **expanding** the UK's largest outdoor collection of art, need we go on? **Yes!** We don't want to stop but need **your help and support** to continue.



Get ready, get set, go!

You've pumped up your tyres, tweaked your gears, and gone for a few practice rides. Now it's time to start fundraising! Here's our top tips:

- Set up your **online fundraising** page now at:
www.justgiving.com/sustrans
or **www.virginmoneygiving.com/charities/sustrans**

Any donations made on these online pages will automatically be transferred to us and added to your target!

Make your page personal, tell your story, your hopes, use photos and videos to stand out from the crowd.

Then tell the world! Email, Facebook, Twitter. friends, family, colleagues. Be proud of what you are doing and don't forget to say why you're taking part.

- Take your **sponsorship form** everywhere you go or print out slips with your fundraising page information on them.
- Hold a **cake day** at work or with friends.
- Hold a **pub quiz night**, with the entry money adding to your fundraising total.
- Hold a **fundraising dinner party** with www.dinner4good.com
- **Organise a raffle, auction or tombola** and ask local businesses to donate prizes.
- Request some Sustrans collection boxes and place them in local shops, bike shops, gyms, your work or wherever you can think of!



Spread the word

**The more people you
ask, the more money
you'll raise—**

It's that simple!

Social media is a powerful tool—
so make sure you share your
event on Facebook and Twitter.

We will promote you through our
Sustrans social media channels
too!

Don't forget to tell all your family,
friends, local clubs/organisations
and work colleagues.

Well done—you got all the way to the end! What comes next? (apart from a nice cup of tea, of course)

Once you've cooled down and stretched off, it's time to collect that hard earned sponsorship money. Here are some tips for helping us make the most out of those pennies and pounds:

- **Plan ahead**—try getting people to give you cheques post-dated to shortly after the ride date (but no more than six months), as soon as they have pledged to sponsor you.
- Make sure people are aware of the **Gift Aid** box on the form, if they are tax payers—by adding their full address and postcode they can help us claim another 25% on top of their original pledge.
- Ask your **employer** if they will **match any sponsorship** you get; it's fantastic publicity for them and for your hard work too!
- Update your online giving page, if you've got one, with your results, photos, and videos. **Repost, re-tweet, re-mind** people what an amazing thing you've just done for an amazing charity!



We want to help and support you!

We're here to help you every step of the way, with fundraising ideas, sponsorship forms and bucket loads of enthusiasm. Give us a call, send us an email or even pop in to the office if you are in the area (we'll make you a cuppa!).

Let us know your Facebook and Twitter name so we can promote what you're doing to all supporters to let them know how amazing you are! It may inspire them to take on the challenge and fundraise for us too!

Just call 0845 8380651 or email: supporters@sustrans.org.uk

Please send in any funds you raise, along with sponsorship forms to:

Supporters Team
Sustrans
Freepost BS 7739
Bristol
BS1 5FA

As a thank you from us...

Please raise as much money as you can— every penny counts. Everyone who fundraises for Sustrans gets a free 'I'm going the extra mile for Sustrans' t-shirt (modelled by our lovely fundraising team member Katie) and a certificate at the end of your event!



If you manage to raise over £250 we will send you one of our special Sustrans cycling jerseys!

And anyone raising over £100 will receive a free route map of their choice!