

FUNDRAISING FOR YOUR SUMMER ADVENTURE



£2



£1



£1

£2







**YOU'VE
GOT THIS**

Here at Outward Bound the mountains are always calling, we live, breathe and work for the moments where we can grab our hiking boots and disappear into the wilderness for an adventure.

We suspect that feeling may be a familiar one, and that reaching your fundraising goal could be the only thing between you and a life-changing summer adventure with us – that's why we've developed this pack, to inspire you to make a plan and stick to it, so that you can surpass your fundraising finish line with ease.

CREATING YOUR FUNDRAISING PAGE

Step one of your fundraising journey is to create your online donations page, so that people can easily start supporting you. Follow these three simple steps to get you started.

1

SET UP YOUR PAGE WITH BT MYDONATE

We recommend them as:

They take zero commission, as opposed to some other fundraising sites so more of your fundraising goes to you

They have some great tips and advice to help you raise as much money as possible

2

TO GET STARTED

Visit www.btplc.com/mydonate, click on 'Start fundraising' and then 'Create my challenge' and follow the on screen instructions to create your page.



mydonate
BT

FUN FACT:

You can also fundraise for your adventure using facebook, Virign Money Giving or Just Giving. The choice is yours!



TOP TIP

giftaid it

IMPORTANT

Make sure you clearly label your page, so we know who the money is coming from e.g “Joe Bloggs’ Summer summer adventure’ if in doubt you can email finance@outwardbound.org.uk to check we’ve got it.



3

PERSONALISE YOUR PAGE

There are loads of ways to optimise your fundraising page so that people are inclined to support you as generously as possible. Below are a few tricks for you to try:

- **Make the page your own** – tell people why embarking on a summer adventure is such a huge deal to you and what you want to get out from it. Whether it’s heartfelt or funny, people will respond really well to hearing your personal story.
- **Add photos** – use a great profile picture, not the default one! If you’ve been to Outward Bound previously, can you use a photo taken from then? A good photo automatically warms people to your page. If you would like some Outward Bound images just ask and we’d be happy to help.
- **Add in your offline donations** – include any money you raise doing things like bake sales or from people donating cheques so that people can see your full fundraising total. There is an option in set-up to add/edit your offline donations at any time.
- **Gift aid** – if your supporters pay tax in the UK their donation is eligible for gift aid, adding 25% to the total! There will be a tick box for this when they are completing the payment, so please make sure they know about this.
- **Don’t be shy** – share your progress on your Snapchat Story and Instagram, WhatsApp it around your family and friends, and email it around your school or college (where appropriate). Can you add it to your email signature? The further you spread the word, the more donations you will receive!

FUNDRAISING PLAN

Whether you have 12 months or 12 weeks, what's important is that you make a plan and stick to it. You can use the below example as a guide or as inspiration to help you reach your goal.

DURATION: 9 MONTHS
GOAL: £850

OCTOBER – NOVEMBER £200

Ease yourself in during the Autumn and begin hatching your plan. This is the best time to approach any "low hanging fruit" and see what you can raise from close friends and immediate family.

DECEMBER – JANUARY - £400

Christmas and New Year is a great time to fundraise, as people are full of that generous festive spirit! If you're planning events, book them in early as people's diaries will fill up quickly - see our small money ideas to keep the cash flow coming.

FEBRUARY - MARCH £500

Post-Christmas can be quite a tricky time as people tend to be low on funds, and are unlikely to want to come to events, but it's important that you don't lose motivation here - try applying to any local charities, businesses, your school or even the local council.

APRIL - MAY £700

This is the time to go big with your very own flagship fundraising event (ideally before the revision season kicks in). Draw the crowds by doing something challenging or host a large event. Make sure you ask everyone you know at this point!

JUNE £850

This will be the hardest time to find sponsorship as you will have exhausted all of your contacts and the race itself has been long forgotten by the public. Make sure you have checked whether you can get matched funding at work, and appeal to those you know well to help you cross the finish line.



REMEMBER!
OUTWARD BOUND
IS SO MUCH
MORE THAN A
HOLIDAY!



FUNDRAISING IDEAS

Here are some ideas to help you raise as much money as possible. If you are able to pick a few ideas from each category – you should be able to reach your fundraising target with ease.

SMALL MONEY IDEAS

These sorts of activities should bring in around £50 – £150 each, and are easier to organise than the big money ideas

- **Bake sales** (at your local fair, town hall or in your town centre – check with your local council for the best way to do this as license restrictions may apply)
- **Declutter your home**, garage or wardrobe, and then hit up eBay or a car boot sale!
- **Smarties challenge** – Challenge yourself to fill an empty tube of smarties with 20p coins. Each tube will hold up to £12 worth!
- **‘Bob a job’** – what skills do you have you could share with others? Teach a friend to cook, wash a neighbour’s car, try your hand at gardening or weeding, you could even be someone’s personal trainer or coach!
- **Got a birthday coming up?** Ask for donations instead of presents.

BIG MONEY IDEAS

Depending on how much work you put into these, and how many people you can engage, these can make anything up to £500!

- **Host an ‘all-you-can-eat’ curry night or BBQ** at home for your friends. Buying in bulk saves on costs, and you can then charge around £10 a head and make a good profit.
 - **Hold a pub quiz** – There’s hundreds of ready-made questionnaires online, and local pubs may be willing to help you out with organising the night, especially if they host regular quiz nights.
 - **Organise a raffle** – ask local businesses and shops for prizes, e.g. free haircut, free meal at a pub or a hamper from the deli / butchers, or VIP tables/ free entry to a venue.
 - **Run a sweepstake** on a sports event or reality TV show winner like the World Cup or Eurovision. Hold an event during the results to build the tension and announce the winner
 - **Host a race night** at home for 10 friends. You can buy race packs online with everything you need for a fun filled evening, or use an old recording from YouTube.
 - **Take on a personal challenge** like a bike ride or fun run and ask for sponsorship. This is something you can undertake yourself, or join a prearranged one.
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FUNDRAISING IDEAS

ENGAGING A LOCAL BUSINESS OR YOUR PARENTS WORKPLACE

If you've exhausted all your friends and family of funds, why not ask a local business or your parents workplace if they can help?

- Find out if they would be willing to sponsor your adventure in exchange **for press** coverage in a local paper.
- **Hold a raffle** and the prize could be an extra day of holiday – who wouldn't buy a ticket for that?! Of course make sure you have agreed this in advance with the business.
- **Dress down day or dress up day**... depending on the office protocol (think non-uniform day).
- **Christmas jumper day** goes down a cracker with colleagues donating a suggested amount of £1 to wear their most festive knitwear.
- **Bake sales** with your parents colleagues or customers is always a winner – make the most out of coffee breaks, meetings, or fun Fridays when your sweet treats will be most appreciated!
- Organise sweepstakes – Rugby World Cup, football leagues, Wimbledon champion etc.

SHARE YOUR FUNDRAISING IDEAS IN OUR FACEBOOK GROUP

If you are going on our Skills for Life Award check out [facebook.com/groups/skillsforlifeaward](https://www.facebook.com/groups/skillsforlifeaward) to see if anyone else has any fundraising ideas!



DO YOU KNOW ABOUT OUTWARD BOUND ASSOCIATIONS?



OBAs exist to help people like you experience an Outward Bound summer adventure. Run by volunteers and past participants, they act as a support network to help you with your fundraising.

To find your nearest OBA visit outwardbound.org.uk/oba or call us on 01931 7400 00 to find out more.

LOOK TO SEE WHAT ELSE IS ON OFFER

There are a whole host of other charities and organisations that may be able to help fund your adventure. Make sure you check in with your local council, library, school or college to see what's on offer locally or national.



AL MIZAN TRUST

ALPKIT FOUNDATION

THE BIG LOTTERY FUND

THE HIGHLANDS CHILDREN'S TRUST
The Highlands

THE WILSON FOUNDATION
North
Hamptonshire

GREGGS FOUNDATION

THE FREE MASONS

THE LADIES CIRCLE

THE LIONS CLUB

THE SIR FRANCIS CHICHESTER TRUST
Devon

PRINCES TRUST

THE ROTARY CLUB

SEAN CONWAY SCHOLARSHIP

THE TONY TRUST

WARWICK APPRENTICING CHARITITES
Warwick

HOW TO PAY IN THE MONEY YOU'VE RAISED

THE BEST WAY TO THINK OF OUR PRICE IS LIKE AN ELEPHANT (CUE OUTWARD BOUND INSTRUCTOR ANALOGY):

QUESTION:
HOW DO YOU EAT AN ELEPHANT?

ANSWER:
ONE BITE AT TIME



Our prices are just the same and can be paid with an initial deposit and then in bitesize chunks over many months, so you don't have to fundraise the whole cost in one go.

HOW TO PAY:

- Debit card / credit card. Please call + 44 (0)1931 740000 to make a payment.
- Online payments – via this secure payment link www.outwardbound.org.uk/onlinepayment
- Cheque – please make cheques payable to The Outward Bound Trust and return to The Outward Bound Trust, Hackthorpe Hall, Hackthorpe, Penrith, Cumbria, CA10 2HX
- Donate – Using your own fundraising page. Money from your online page can be automatically sent to Outward Bound this way, but please make sure you reference who you are and what course it's for.
- Bank transfer – to the account below.

Barclays Bank

Sort Code: 20-73-63

Account No: 53982882

Swift Code: BARC GB22

IBAN: GB47 BARC 2073 6353 9828 82

Please quote your booking reference number 904121 on all payments.

