



THE
OUTWARD
BOUND TRUST

FUNDRAISING GUIDE

Raise money. Inspire young people. Change lives



#TeamOB24





Hello...

Welcome to Team Outward Bound!

At Outward Bound we never let financial restrictions stand in the way of participation. Your fundraising will enable disadvantaged young people from across the UK to attend a life changing experience at one of our outdoor centres.

Through our residential courses, we equip young people with a stronger sense of self-belief, the ability to cope better with stressful situations and to interact more positively with others. We develop the attitudes, skills and behaviours young people need to succeed in life.

We know getting started with your fundraising can be nerve wracking, and that the target may seem a little daunting. At Outward Bound we believe everyone is capable of achieving more than they think possible, and we are here to support you every step of the way to smash your fundraising goal!

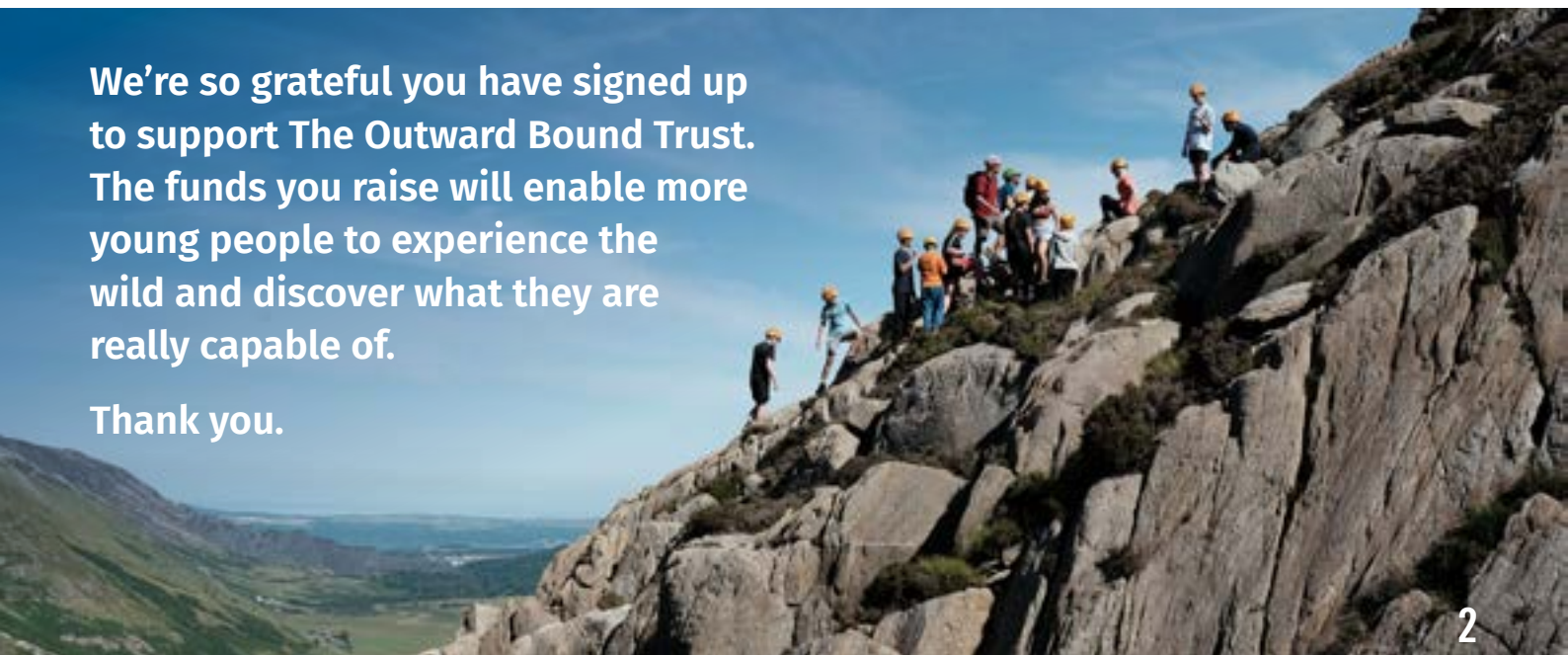
This guide will be a handy starting point – it's full of advice from fundraising ideas, to planning a successful fundraising event and spreading the word about your marathon challenge.

We hope you find this guide useful, but should you need anything at all, please do let us know. We are here to support you throughout this epic challenge!

Thank you so much for supporting Outward Bound and giving more young people the chance to experience the power of adventure in the wild.

Good luck with your fundraising!

The Outward Bound Events Team



We're so grateful you have signed up to support The Outward Bound Trust. The funds you raise will enable more young people to experience the wild and discover what they are really capable of.

Thank you.



CONTENTS

When you complete your registration with London Marathon on the events portal, you will then automatically have an online fundraising page created for you by the official fundraising partner 'Enthuse'. See page 4 for our top tips on what you need to do to personalise your fundraising page and maximise your fundraising potential.



I'm fundraising for Outward Bound...

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CREATE YOUR ONLINE FUNDRAISING PAGE

Follow these simple top tips to create the best page to help you raise the most.

PERSONALISE YOUR PAGE

Kickstart your fundraising by personalising your page so that people feel encouraged to support you as generously as possible.

Make your page heart felt...

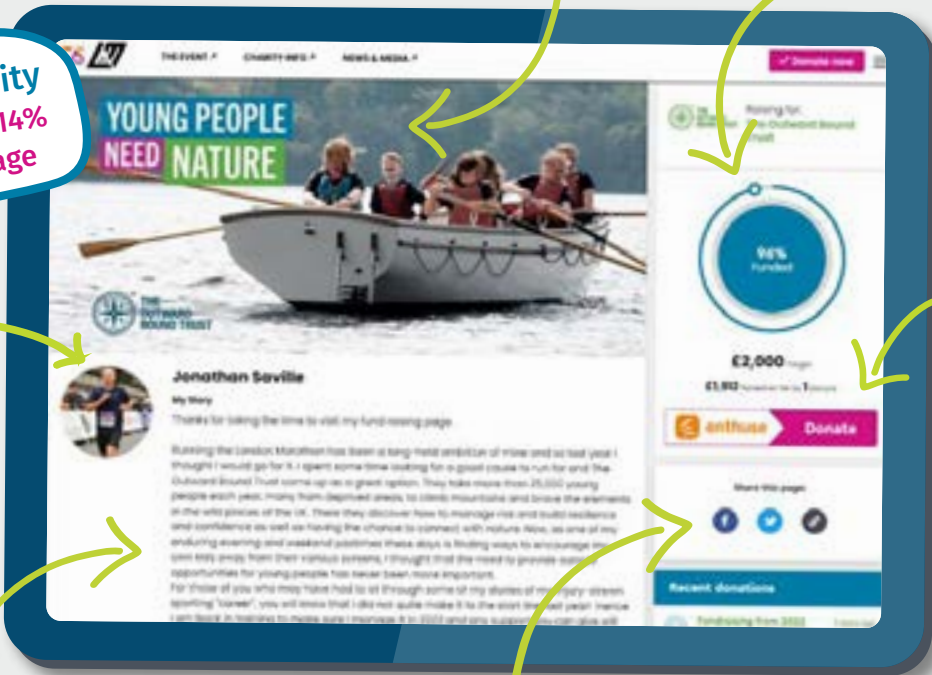
Add a cover photo image.
We have 3 images to choose from.
Available to download from our runners resources on page 10>>

Update on progress.
Fundraisers who post an update have an average of **73% more donors** than those who don't

Branded charity profiles raise **14% more on average**

Fundraisers with a profile picture raise **26.2% more on average** than those who don't

Donate to self.
Fundraisers who self-donate raise **81% more on average**



Fundraisers with an updated personal story raise an average of **93% more** so share your story about why you are supporting #TeamOB24



Shared pages raise on average **440% more**. It doesn't have to be a direct ask, it could be a training update post or a general 'thank you'

Saying 'Thank you'
Fundraisers who said thank you on their page had **59% more donors on average**



OUR SOCIAL MEDIA TOP TIPS

Social media is a really effective tool that you can use to bring your supporters along on your training journey and help you hit your fundraising goal, here's our tips:

UPDATE YOUR SOCIAL MEDIA BIO

Make it easy for your followers to find your online donation page by adding the link to your Instagram, Twitter or TikTok bio.



SHARE REGULAR UPDATES

If you head out for a run, hit a training milestone, or reach a percentage of your fundraising target - remember to add your fundraising page URL in the description of your strava posts - share, share, share! Regular social media posts are a great way to keep your friends in the loop with your progress and increase donations.

STRAVA

USE A CLEAR CALL-TO-ACTION

Don't be afraid of being direct! Make sure your followers know how they can support you.

Please help me to reach my goal, hit the link in my bio to donate!

USE HASHTAGS

Tag **#TeamOB24** and **@outwardbounduk** in your posts and we can help to share your story!

#TeamOB24

ASK OTHER PEOPLE TO PROMOTE YOUR FUNDRAISER

This is a great way to increase your reach if you have friends or family who are willing to share your story, or if there are other people in the same company or industry, etc. who might want to share it with their networks as well.



VIRTUAL BIRTHDAY

If you have a birthday coming up, share the link to your fundraising page and suggest your followers make a donation instead of buying a gift for your special day.





DON'T FORGET

To remind everyone why you have chosen to raise money for Outward Bound

Use this summary to explain who The Outward Bound Trust are and what our cause is:

The Outward Bound Trust are an educational charity that inspires young people to believe they can be more than they ever thought possible.

We use learning and adventure in the wild to challenge young people to never give up, to change their perspective and to learn the most important lesson: *to believe in themselves.*



WHERE IS YOUR FUNDRAISING GOING?

The Outward Bound Trust takes more than 25,000 young people each year, many from deprived areas, to climb mountains, sleep under the stars and brave the elements in the wild places of the UK.

They discover how to manage risk and reward, to build resilience and confidence, and connect with nature. They learn to believe in themselves and they have fun. Never has the development of these skills been more important.



THE FACTS ARE WORRYING

Since 1995 breaktime has been reduced by an average of **65 MINUTES PER WEEK** for 11 – 16 year olds¹

ALMOST 1 IN 4 YOUNG PEOPLE don't feel adequately prepared by their education for the world of work²

40% FEEL LESS IN CONTROL of their lives than ever³

1/4 OF GEN Z SAY they have very little tolerance for people with beliefs that they disagree with⁴

OVER 1/3 (36%) young people say they have more friends online than in real life⁵

- £10 could pay for** an hour of rock climbing to build a young person's resilience
- £20 could pay for** a week of nutritious, home cooked evening meals to fuel a young person's adventures
- £50 could provide** one young person with accommodation at an Outward Bound centre for a weekend
- £100 could help pay for** a highly qualified instructor to lead an expedition for a day
- £250 could buy** 6 camping stoves, enabling over 1,800 young people to cook and eat dinner in the great outdoors this year
- £500 could fully fund a week long course** for a disadvantaged young person

1. Baines 42402 BreaktimeSurvey - Main public report (May19)-Final.pdf
 2. Getting young people 'work ready' | CBI
 3. New research from The Prince's Trust reveals almost half of young people in the UK feel anxious about their future on a daily basis | News and views | About The Trust | The Prince's Trust (princes-trust.org.uk)
 4. Beyond Z: The Real Truth About British Youth - Speech by Alex Mahon, Chief Executive, Channel 4 | Channel 4
 5. The Kids Aren't Alright: The 4 Factors Driving A Dangerous Detachment From Democracy - Report - Onward (ukonward.com)



FUNDRAISING TIMELINE

Use this as a guide to keep you on track so that you comfortably meet the fundraising deadline.

The marathon will come around quickly...

1. FIRST THINGS FIRST

September - October. Target = £200

Personalise your fundraising page and share with your friends, family and workplace to let them know you are taking on this mighty challenge. See our 'small money' ideas to help get started.



2. RUN UP TO CHRISTMAS

November - December. Target = £400

Use a Christmas themed event to fundraise in the run up to Christmas when people may be feeling more generous.

How about a festive garments day?

Colleagues donate £2 to wear their finest Christmas garments. Use our poster to promote the event.



3. MATCH FUNDING

January - February. Target = £600

Check whether your employer would be happy to match fund as this is a great way to raise funds and help you get a step closer to your fundraising goal.

4. SHARE YOUR TRAINING

January - March. Target = £1,000

Integrate your Strava app with your Enthuse page to get your Strava activities automatically posted to your page.

It's proven that fundraisers who track their activity on Strava and share the updates raise up to 40% more overall raised. Add your fundraising link to your Strava posts.

5. BIG MONEY FUNDRAISING

January - March. Target = £1,000

As the race draws nearer the buzz around the Marathon will start to grow, so capitalise on this and plan some 'big money' fundraising activities. See page 9 for details. >>

6. ONE MONTH TO GO

March. Target = £2,000

This is the absolute best time to collect donations, as it is right at the forefront of people's minds, and people will want to donate by way of a good luck. Make sure you share your fundraising page lots in the build up to race day.

25% is raised the week leading up to the marathon



7. RACE DAY AND AFTER

April onwards. Target = £2,400+

This is a really good time to collect money – many people donate after you have completed the challenge, so make sure you follow up on those promises and appeal to those you know well.

Top Tip - post your finisher photo with a link to your fundraising page.

10% of all donations on the day were made between 8am and 9am. Up to 15% were made after the marathon





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 £200 - £300 each and are fairly easy to organise:

BAKE SALE



Host a bake sale for friends and family, or in your local town (please check Council Restrictions).

Declutter your home, garage or wardrobe, and then hit up eBay!

Got a birthday coming up? Ask for donations instead of presents. Set up a fundraiser on Facebook Donate and share with your Facebook friends.

GUESS MY TIME SWEEPSTAKE



A great simple exercise for family, friends or colleagues – whoever gets the closest on the day wins a prize!

Offer your time to **babysitting, gardening or car-washing**. You'll be surprised how often people are willing to pay to avoid simple chores!

Sell your services – what skills do you have you could share with friends? Give cooking lessons, cocktail making, a yoga class, tutoring or personal training.

SMARTIES GAME



This works well with kids. Give them a pack of smarties and tell them that they have to fill their tube with 20p coins to get a prize. Each tube will hold up to £12 worth!





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 £1000!

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.

Organise a raffle - ask local shops for prizes, e.g. free haircut, a hamper from the local deli, VIP tables or free entry to a club.

HOLD A PUB QUIZ OR COMEDY NIGHT



We have a ready-made set of questions we can give you. Local pubs may be willing to help with organising the night, especially if they host regular quiz nights or stand ups.

Sponsored wax - with an audience! The more daring the wax, the more money you'll make...

Run a sweepstake on a sports event or reality TV show winner. Hold an event during the results to build the tension and announce the winner.

CASINO OR RACE NIGHT



Casino or race night at home for friends. You can buy race packs online with everything you need for a fun filled evening.



Take on another challenge and ask for sponsorship. This is something you can do yourself, or join a ready organised race such as a 10km or half marathon.

ENGAGING YOUR WORKPLACE

Find out if have matched funding – plenty of companies will have agreements in place for this so definitely ask!

HOLD A RAFFLE TO WIN A DAY OF ANNUAL LEAVE



Make sure your HR team have agreed this in advance.

Bake sales with your colleagues or customers – consider holding these on weekday coffee breaks, meetings, or Fun Fridays when your sweet treats will be most welcome!

DRESS DOWN OR DRESS UP DAY



Depending on your workplace protocol.



BRANDING YOUR EVENT



In order to help your fundraising event stand out, we can send you any of the following:

- Collection Tins (Small)
- Collection Buckets (Large)
- Flyers
- Posters
- T-Shirts
- Balloons

Just get in touch and we'll pop them in the post to your work or home. Email: marathon@outwardbound.org.uk

FREE FUNDRAISING RESOURCES

Visit our website to access free fundraising resources and materials. Go to outwardbound.org.uk/runners-resources

Resources include:

- Posters
- Sponsorship forms
- Fundraising page banners



Don't forget to tag...

#TeamOB24

We unite through a common goal.
To enable more young people
to believe in themselves

SHARE YOUR STORIES ON SOCIAL

The more publicity you get, the more donations you will receive.





HOW TO PAY IN THE MONEY YOU'VE RAISED

If you have collected money from people that you would like to send into us, there are various ways in which you can do this:

- **Cheques** - Please send any cheques to:
The Marathon, The Outward Bound Trust
Hackthorpe Hall, Hackthorpe
Penrith, Cumbria, CA10 2HX
Cheques should be made payable to The Outward Bound Trust.
- **Cash** - We ask that where possible you do not send cash in the post, unless you are using recorded delivery. You can always keep the cash yourself, and then do your own bank transfer or cheque, which is much safer.
- **Donate to us directly via our website** - outwardbound.org.uk/donation

You can make a bank transfer to the following account, ensuring that you reference 'NAME - LM24':

The Outward Bound Trust
Barclays Bank
53982882
20-73-63
IBAN - GB47 BARC 2073 6353 982882
SWIFTBIC - BARCGB22



Gift Aid

Gift aid allows us to claim back an extra £1 for every £4 donated from HMRC (providing the donor is eligible) at no cost to you!

To ensure we receive this extra 25% we need to have a donors gift aid status declaration. Most online giving platforms will include this automatically, but for events with cash the form to collect a person's status is included in your fundraising pack.



THANK YOU



**Thank you for choosing to run the TCS London
Marathon for The Outward Bound Trust.**

We know that hitting your fundraising target can be as challenging as training for the marathon itself – and so we hope that the information and tips in this pack will help you to smash your target with ease!