



www.theislandn1.org.uk

How To Fundraise Through A Sponsored Trek

Trekking basics

- Make sure that you allow plenty of time to train and stick to a training plan to help you to reach peak condition. Check with your GP in advance that you are fit to complete your chosen challenge.
- Think about the kind of territory and conditions you will be facing and make sure that you are prepared; for example, use your gym's step machine to prepare for a big climb, get your body used to walking at night if you will be doing this, or train for hot weather by taking Bikram yoga classes. Don't do all your training in a gym: try to get in some long outdoor hikes at the weekend to experience walking on different surfaces and the weather.
- Part of your challenge will be walking for extended periods of time, and sometimes for days at a time. Put in some long days walking, and do this for consecutive days: you'll really notice the difference.
- Train with your backpack so that you get used to the weight.
- Your footwear is your most important bit of kit: good walking boots will support your ankles and deal with uneven terrain. Buy them well in advance and break them in before your challenge to avoid blisters.
- Make sure you are adequately hydrated and nourished during your training and during the actual trek. Drink lots of water in the week running up to your challenge, and maintain this on your trek.
- Fuel your body. What you eat impacts your energy level, so concentrate on improving your diet as you start your training. Fried or sugary foods, and too much dairy will counter the training you have started to do.
- Don't overdo it! Get enough rest during your training and pace yourself during the challenge.
- If you are taking part in an event run by an events company, make sure that you choose a reputable company and follow their training advice.

- There are plenty of helpful online resources to help you plan and prepare for your challenge, here are just a few:
 - www.microsites.realbuzz.com
 - www.ordnancesurveyleisure.co.uk/leisure
 - www.mapmywalk.com
 - www.fco.gov.uk
 - www.fitfortravel.nhs.uk

Sponsorship made easy

First things first: you need to make it as simple as possible for people to sponsor you, so set up an Everyclick page.

Most fund-raisers using an online sponsorship page raise an amazing four times as much as those who don't. It's so easy to set up a Everyclick page and the best thing is that donations will come straight to The Island, saving you the hassle of having to chase people for their sponsorship after your challenge:

- Personalise your page with a message about your challenge, why you are fund-raising and some fun photos.
- Set a target on your page to encourage people to help you achieve your goal.
- Send an e-mail with your Everyclick page link to family and anyone who is likely to donate a larger amount first: having a big first gift is a good prompt for people to be generous.
- Send your page link to your colleagues on pay day!
- Set up a text giving code and include this in your e-mail ask to make it even easier for people to sponsor you.
- Add a line with your Everyclick page link to the bottom of your e-mail signature.

Grab some attention

The chances are that your contacts will have received various sponsorship asks this year, so you might need to do something a bit different to stand out from the crowd. The key is to engage people in the build up to your challenge, and this is where social media comes in handy. The likes of YouTube, Twitter and Facebook have revolutionised the way people fundraise and we are big fans!

YouTube: Whether it's a face to camera personal message or your heroic attempts to train to the Rocky soundtrack, an emotive or entertaining home video posted on YouTube is guaranteed to encourage donations. This gives you the chance to be as creative and quirky as you like and to add your personal touch. Send a video with your Everyclick ask, or with a later e-mail updating people on your training (with another cheeky sponsorship reminder included!)

Facebook: To spread the news of your sponsorship challenge to your Facebook friends and beyond:

- Update your status with your Everyclick link and progress on your training or how the challenge is going so that it appears on your friends' Facebook timelines.
- Ask friends to share or 'like' your status.
- Post photos or video of your training or of the challenge itself on your wall and ask your friends to like them. We'd also love you to post details of your challenge, including your Everyclick link, on our fan page: www.facebook.com/pages/The-Island-N1-York/249392531799562. This means that when any of our supporters visit our page they'll see your message.

Twitter: Tweeting is a great way to start telling everyone what you're doing and to keep them informed about your progress. Ask your friends to re-tweet you: if your tweets are interesting enough news of what you're doing could spread fast. Make sure that you:

- Tell people what you're doing e.g. I'm climbing Mont Blanc for #theislandn1york in 2 days!
- Include a link to your Everyclick page – you can shorten the link by visiting bit.ly
- Include any photos or video to make your tweet more interesting
- Include 'please RT'
- Don't spam people!
- Say why you chose to support The Island

Fund-raising blog or website: More and more fundraisers are taking the time to set up a website or create a blog to keep people updated with how their training is going and even how they are getting on during the challenge.

Local press: Regional papers, radio and even TV stations should be keen to cover a story about an intrepid local going the extra mile or scaling new heights for a fantastic cause. Download a press release template and send a press release to everyone you can think of in your local area at least four weeks before your event or activity. If your local paper or radio has a twitter account, ask them to RT your challenge tweets or post messages on their Facebook page.

Get your work on board: Don't just rely on family and friends to support you: your work place could offer plenty of opportunities to boost your fund-raising. Spread the word at work by getting your challenge and Everyclick page in your company newsletter, Intranet or on the notice board.

Extra fund-raising: Carrying out such an impressive challenge is bound to be a talking point in an office environment, so make the most of this through holding cake sales, a dress down day collection and anything else you can think of. Take photos of any events you hold at work to go in any company newsletters or on the Intranet.

Sponsorship: Don't forget local companies or your employer may be keen to sponsor you if you can print their logo on your kit, especially if you are travelling the length of the country or will appear in your local paper.

Matched giving: If you work for a company that runs a matched-giving scheme, this is an easy way to increase your fund-raising total, so check whether your employer offers this.