

# FUNDRAISING TOOLKIT

Thank you for setting up a fundraising page for World Bicycle Relief. Here are some quick and easy steps on how to make the most out of your fundraising!

## STEP 1

### Set up your fundraising page

<https://worldbicyclereliefuk.enthuse.com/profile>



## STEP 2

### Personalise your page

- **Upload a profile picture.**  
Show your donors whom they are supporting by uploading a profile picture to your page.
- **Shoot for a target.** Pages with a target raise 46% more.
- **Add a personal story.** Tell people what motivated you to start fundraising for WBR. Pages with a story raise up to 74% more than those without!
- **Add a fundraising summary.** Writing a page summary is linked to a 36% increase in page value.
  - *Here is a quick summary of WBR: 'World Bicycle Relief mobilises people through The Power of Bicycles, helping people conquer the challenge of distance, achieve independence and thrive'*



## STEP 4

### Share your page

- Don't be afraid to share on **social media**, people want to hear about the good things you are doing.
- Email your friends, family and colleagues about your challenge – sending these around payday is the best time. Be Persistent!
- Include your fundraising page in your email signature.
- Don't forget to ask friends and family to include Gift Aid!
  - *We can automatically claim the gift aid on donations where the donor confirms they are a UK taxpayer, increasing each donation by up to 25% with no cost to you or your donors. However, only some gifts are eligible for Gift Aid. Get in touch for more information.*



## STEP 5

### Keep your page updated

- Let supporters know how you are doing by updating your page often.



## STEP 3

### Make your first donation

- Make a self-donation when you set up your page to get the ball rolling.



# FUNDRAISING IDEAS:

We know that thinking of new ways to fundraise can be hard, so here are a few ideas to help get you started!



## Cake sale

A fun and easy way to start getting those donations in!



## Ebay

You can sell your unwanted stuff online and donate the profits to WBR



## Birthday Donation

In lieu of birthday gifts, why not ask for a donation to your fundraiser?



## Online shopping

Did you know that Amazon Smile and EasyFundraising let you donate to your chosen charity whilst you shop online, for no extra cost to you!

Here are some price points to show the impact your donations can make:

**£20**

**Wheelset**



**£50**

**Mechanic's Toolkit**



**£120**

**Buffalo Bicycle**



The team is always available to help with more fundraising tips and tricks!

Feel free to get in touch at [uk@worldbicyclerelief.org](mailto:uk@worldbicyclerelief.org)

[www.worldbicyclerelief.org](http://www.worldbicyclerelief.org)  
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