

YOUR GUIDE TO

FUNDRAISING



The Rusty Rally, whilst a fun challenge is first and foremost about raising important funds to support the young people participating in courses with The Outward Bound Trust. Our bursary scheme enables disadvantaged young people to attend a life-changing course in the outdoors. Each car will commit to raising a **minimum of £10,000** and we are here to support you every step of the way.

WHERE TO START

With the support of our expert fundraising team, a few clever ideas and a bit of hard work, it's easy to reach your £10,000 fundraising target and beyond!

Split between a team of 4, the fundraising ask goes down to £2,500 per person and successful teams have reached and exceeded this amount through a combination of corporate sponsorship, holding fundraising events and using professional and personal networks. Please contact us to discuss what methods would work best for you.

HERE ARE SOME IDEAS TO GET YOU STARTED:

- Ask friends, family, clients and local businesses for donations.
- Approach clients, suppliers & local businesses to sponsor your team. Offer to brand your clothing or even your car with their logo.
- Request a specific donation in exchange for a logo on your car (eg. £500 or £1000 per logo).
- Incentivise companies to sponsor you by offering to mention them in any social media that you are doing to promote your participation before and during the event.
- Host a fundraising event – a dinner, a quiz, a race night.
- Plan an auction or raffle event. Ask suppliers and local businesses to donate a prize (items, services or experiences can be auctioned!).
- Engage your workplace – ask if your company will sponsor you or match donations.
- Organise sweepstakes – Rugby World Cup, football leagues, Wimbledon champion, etc.

CASE STUDY



HOW MIDCOUNTRIES TEAM RAISED £35,000

One savvy Rally team asked companies to sponsor their experience by exchanging logo space on their car for a £1,000 donation.

Companies loved the international press their logos received during the Rally.

The team explained they asked clients, suppliers and local businesses for a donation and in turn promised to promote their brand. They utilised social media posts prior to and during the event to mention funders as well as branding their banger with sponsor logos. They quickly reached and exceeded their £10,000 fundraising target raising a whopping £35k!

ABOUT OUTWARD BOUND

The Outward Bound Trust helps over 25,000 young people each year to realise their potential through learning and adventure in the wild. We aim to transform the way young people think and feel about themselves, making them more resilient, more confident & more willing to face challenges head on.

There is an increasing need for the work we do – over 1 million young people in the UK are not in education, employment or training, a staggering three-quarters of children in the UK spend less time outside than prison inmates and almost 1 in 4 children and young people show some evidence of mental ill health.

With your help, we can make a positive and profound difference to huge numbers of disadvantaged young people from across the UK.

HOW TO TALK ABOUT FUNDRAISING

Friends, family and companies are going to ask why they should sponsor your challenge. The best way to talk about the Rusty Rally is to explain how the event will support disadvantaged young people. Each £10k raised will enable 53 young people to have a life changing experience.

You should also be sure to frame your Rally experience as a challenge. While it will be a fun adventure, it will also consist of driving some of Europe's most demanding roads in a car worth only £500. The days will be long and the work can be gruelling. But, you will accomplish this in aid of the Trust's mission to serve young people in the UK and that should be your lead on asking for donations.



ONLINE FUNDRAISING

Set up an online fundraising page so that friends, family and colleagues can sponsor you. Please use BT MyDonate (they take no commission so all of your fundraising reaches Outward Bound). Follow the instructions below:

1. Open BTmydonate
2. Click on 'Start Fundraising'
3. Click on 'join an organised event'
4. Click on the tab for 'personal registration'
5. Once you have registered then 'Log in' (button at the top)
6. Click on 'Start fundraising' and then 'join an organised event'
7. Enter 'Outward Bound Trust' into the Event Name box
8. Click on 'Create your page' for 'The Rusty Rally (Hasburg Route)'
9. For the question 'Is your charity helping with the costs of your fundraising?' Please tick yes
10. Follow the next steps and add in information about your challenge and your fundraising
11. Share the link to your page so that people can sponsor you.



WE'RE HERE TO SUPPORT YOU WITH YOUR FUNDRAISING.

Reach out to a member of our team at:
Stacy.Lyden-Sauppe@outwardbound.org.uk
Or call 020 3301 6479