



Gloucestershire
**YOUTH
FOR CHRIST**

50th Anniversary Sponsored Challenges

To celebrate our 50th Anniversary, we will be undertaking five challenges, one for each decade of ministry amongst young people. We are looking for people to join us and help raise money that will be added to the Legacy Fund. The five challenges take in a variety of activities. Everyone who takes part will receive fundraising support, access to an online sponsorship page and offline forms. Most importantly, your support will help us see more young people's lives changed by Jesus. If you cannot do one of our challenges, why not take on one of your own? Let us know what you want to do via the form, and we will send you a free fundraising pack.

The Challenges

The River Walk: 20th July 2024

This 15 mile walk from Tewkesbury Abbey to Gloucester Cathedral follows the River Severn. It is a gentle route that can be comfortably completed in a day.

The Big Ride: 10th August 2024

Cycling challenges have been a big thing for us over the years. This year we are staying local with a one-day challenge. The ride will feature a 100-mile route, but it is possible to join in for a smaller distance, as the total ride will be made up with a series of different loops.

The Big Run: 1st September 2024

On 1st September, a number of us will be attempting to run the Cheltenham Half Marathon, others will take on the 10k run on the same day. We are looking for more people to join the team.

The Circular Walk: 14th September 2024

This 23.6 mile walk around the outskirts of Gloucester takes in Sharpness Canal, Chosen Hill, and Robins Wood Hill. The hills and the distance add an edge to the challenge.

The Big Row: Date to be confirmed.

We started in 1974, so we are going to row 197.4km in 24 hours! There will be no water involved, as it will be completed on rowing machines. The distance will be completed as a team. This means you can join us for half an hour, the whole 24 hours, or somewhere in between. We may have enough of us to finish it a lot quicker than 24 hours!

We will support you throughout these events. This support is during the event, as well as fundraising support. We will send you emails to encourage you in your training and fundraising, including some tips you can use to help you.

How much can I raise?

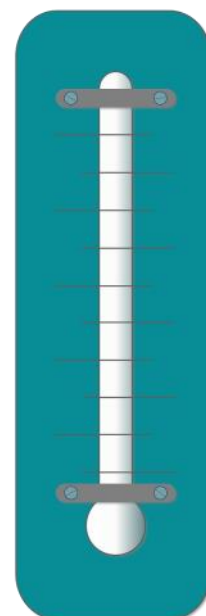
Many people worry that they will not be able to raise much. With the right support, they often discover that not only have they raised more than they expected, but they are blown away by people's generosity. The limit on what you raise will be a combination of factors; the nature of the challenge, how active you are in gaining sponsorship, how well you communicate, the number of contacts you involve. The

bigger the challenge, the more generously people will sponsor you. Ideally, people will hear about your challenge and breathe a sigh of relief that they don't have to do it! Beyond that, the bulk of how much you raise will be determined by taking the proper steps and asking as many people as you can.

Setting a fundraising goal

Setting a realistic target helps you raise more. If you choose a target of £100 for a big event, you will generate fewer funds than you could if you set a more ambitious target. Equally, setting a target of £10,000 for a sponsored silence may seem over-ambitious and put people off. Most people will underestimate what they can raise.

Never see the target as a large number; instead, see it as a collection of smaller numbers that add up. £100 might be ten sponsors who sponsor an average of £10. £1000 is one hundred people giving £10 of sponsorship. Most people will sponsor at least £10, but you will be surprised at how generous some people will be.



Why should people support you?

People are happy to award sponsorship for three main reasons:

1. They like the person raising the money.
2. They like the mission of the charity for which the event is in aid.
3. Someone asks them for sponsorship.

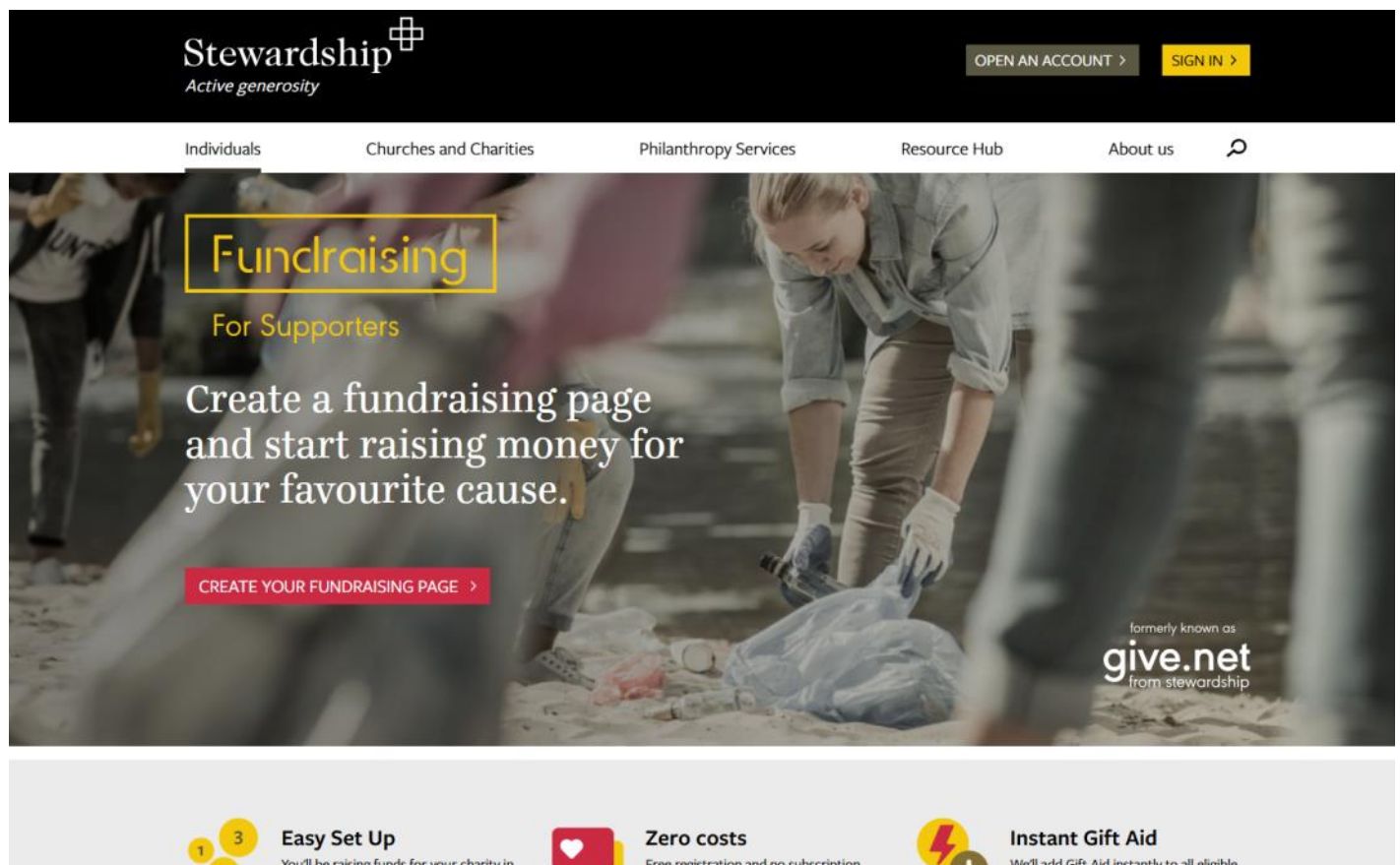
People might give for one of the above reasons, but if they like the person and the charity's mission, they are more likely to support you. Being able to articulate what the charity does and why their work makes a difference increases the chance of sponsorship. We can provide examples of what we do and stories of how it changes young people's lives. People will only know about you raising money for us and what we do if you tell them. The main reason people do not sponsor someone is that they did not ask them to do so. The more people from whom you ask for sponsorship, the more you will raise. You are doing a good thing that will make a difference in the lives of young people. Why wouldn't they sponsor you?

Setting up a sponsorship page

To set up your online fundraising page, visit:

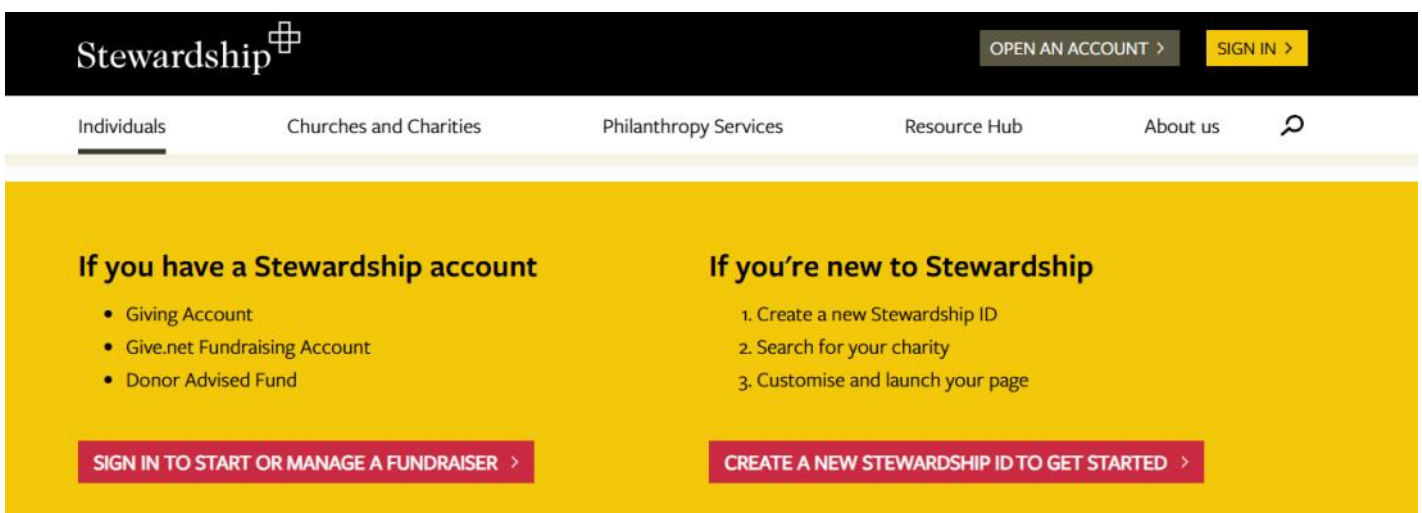
<https://www.stewardship.org.uk/fundraising-supporters>

Click on “Create your fundraising page”



The screenshot shows the Stewardship website's fundraising page for supporters. The header features the Stewardship logo with the tagline "Active generosity" and navigation links for "OPEN AN ACCOUNT" and "SIGN IN". The main navigation menu includes "Individuals", "Churches and Charities", "Philanthropy Services", "Resource Hub", and "About us". The main content area has a background image of a person cleaning up litter. A yellow box highlights the word "Fundraising" in a yellow font, with "For Supporters" below it. The text reads: "Create a fundraising page and start raising money for your favourite cause." Below this is a red button that says "CREATE YOUR FUNDRAISING PAGE". In the bottom right corner, it says "formerly known as give.net from stewardship". A footer section contains three icons: "Easy Set Up" (1, 2, 3 steps), "Zero costs" (Free registration and no subscription), and "Instant Gift Aid" (We'll add Gift Aid instantly to all eligible).

This will take you down the page to the following screen:



The screenshot shows the Stewardship website's fundraising page for existing and new users. The header features the Stewardship logo with the tagline "Active generosity" and navigation links for "OPEN AN ACCOUNT" and "SIGN IN". The main navigation menu includes "Individuals", "Churches and Charities", "Philanthropy Services", "Resource Hub", and "About us". The main content area has a yellow background. It is divided into two columns. The left column is titled "If you have a Stewardship account" and lists three options: "Giving Account", "Give.net Fundraising Account", and "Donor Advised Fund". Below this is a red button that says "SIGN IN TO START OR MANAGE A FUNDRAISER". The right column is titled "If you're new to Stewardship" and lists three steps: "1. Create a new Stewardship ID", "2. Search for your charity", and "3. Customise and launch your page". Below this is a red button that says "CREATE A NEW STEWARDSHIP ID TO GET STARTED".

If you already have a stewardship account, sign in. If you do not have a Stewardship account, click “Create a new Stewardship ID to get started”

Follow the instructions to set up your account. You will then need to log in to your account and will be taken to your dashboard.

Choose the “Create a Page”



1. Once you have done this, create a fundraising page. Search for “Youth for Christ Gloucestershire” and select as your charity partner.
2. The next screen will ask you to choose a URL for your fundraising page. You could add your name at the end of the URL to personalise it. Check to see if the address is available. If not, change it to something that works.
3. “Is your chosen partner contributing to the cost of your fundraising?” The answer is No.
4. “Details of your page”
 - 4.1 “What is your page title?” Use your name. e.g. “Paul’s Page”
 - 4.2 “Add an optional subtitle” Use “Youth for Christ Gloucestershire 50th Anniversary Challenges”.
 - 4.3 Make the closing date, one month after your event(s) happen.
5. “About your fundraiser”
 - 5.1 “How much do you want to raise?” This amount is for you to choose, but the table below gives recommended targets:

Event	Suggested fundraising target
The River Walk	£500
The Big Ride	£1000
The Big Run	£1000
The Circular Walk	£500
The Big Row	£100 per hour
Multiple events	Talk to Paul

- 5.2 “Tell us more about your fundraiser” Some suggested text is available below. Take the examples and personalise it to your challenge and your connection to Youth for Christ Gloucestershire. Do not promise how the funds can be used, as this enters into a legal realm that will become difficult.

Example 1

Thank you for visiting my fundraising page. I have decided to take on a challenge to support Youth for Christ Gloucestershire in their 50th

anniversary. I will be walking 15 miles from Tewkesbury Abbey to Gloucester Cathedral. I am doing this because I have seen first hand the difference the work of Youth for Christ Gloucestershire makes in the lives of young people. Your sponsorship can help them impact even more young people's lives.

Donating with Stewardship is easy and completely secure. If you are a UK taxpayer, please confirm that you would like to reclaim Gift Aid on your donation. This will add 25p to every £1 you give. Thanks for visiting!

Example 2

Thank you for visiting my fundraising page. I have decided to take on three challenges to support Youth for Christ Gloucestershire in their 50th anniversary. I am walking from Tewkesbury Abbey to Gloucester Cathedral, cycling 100 miles in a day and running the Cheltenham Half Marathon. I do not even like running! As a volunteer (*trustee, staff member, substitute as applicable*) I have been involved in helping Youth for Christ Gloucestershire see young people's lives changed by Jesus. Your sponsorship can help them impact even more young people.

Donating with Stewardship is easy and completely secure. If you are a UK taxpayer, please confirm that you would like to reclaim Gift Aid on your donation. This will add 25p to every £1 you give. Thanks for visiting!

Example 3

Thank you for visiting my fundraising page. I have decided to take on a challenge to support Youth for Christ Gloucestershire in their 50th anniversary. I will be cycling 100 miles in one day. This is something I have never done before, and I know it will be a challenge. I am doing this because as a young person, Youth for Christ Gloucestershire has made a massive difference in my life. I want to see them have the same impact in even more young people's lives; your sponsorship can help make this happen.

Donating with Stewardship is easy and completely secure. If you are a UK taxpayer, please confirm that you would like to reclaim Gift Aid on your donation. This will add 25p to every £1 you give. Thanks for visiting!

6. "Gift Amounts" Choose "Default amounts."
7. "Add your images" Images help people know it is you, and it makes the page more personal. Photos are best when they are square, this can easily be done in a basic photo editor.
8. "Raised offline" This will be £0.00 until someone sponsors you with cash or a cheque. This can be added later.

9. Press “Confirm” and your page will be live. You will see a screen with the URL for your page. Sometimes, Stewardship takes a minute or two to get everything updated after editing.
10. You can go back and edit your page at any time by logging in and clicking the “Fundraising” tab at the top of the page.

For an example page, look at Paul’s on the link below.

<https://www.stewardship.org.uk/pages/50thchallenges>

Personalised sponsorship page cards

Once you have your sponsorship page set up, email the web address to office@yfcgloucestershire.co.uk so that we can encourage people to sponsor you. We will also create a small hand out that you can give to people with a link to your webpage as both a URL and a QR code.

Paper forms

An online fundraising page makes sponsorship events easier, there is no need to collect money. Despite this, some people still prefer an old school paper sponsorship form. We will create these for you using the details on your sponsorship page. People can make donations using cheque or cash in this way.

How to ask people to sponsor you

When most people think about doing a sponsored event, their first thought is to post a link to their social media accounts. Doing this is a good idea, but it is information sharing, not asking people to sponsor you. People will see you are doing something but will often not move towards supporting you. The less direct the contact with someone, the less likely they are to sponsor you. The more personal and direct your request for support, the more likely you are to get it. Be clear in what you are raising money for and why. Tell a story of what we do, do not just give facts and figures. The story of how a young person is changing due to the mentoring they receive from a team member is more interesting than the fact that we have around 500-600 interactions with young people in a typical month. Some basic things to do are as follows:



Use personal emails.

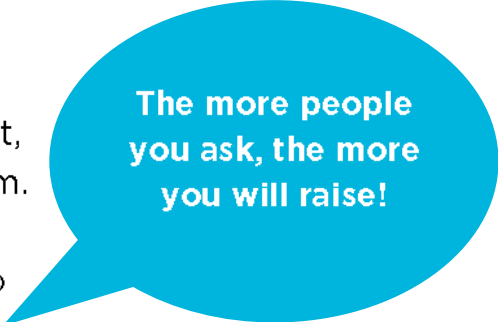
Emails can feel a bit 2010- but they work. They are personal and direct, they cut

through the noise of social media, and they go straight to your supporters' inboxes. While people may find it easy to ignore a fundraising appeal on social media, it is harder to ignore an appeal addressed to them personally. To drive up donations, choose a concise subject line that hooks people in, avoid making the message sound like a cut-and-paste job, give your own unique reasons for fundraising, and remember to include a link to your fundraising page. Including links to photos from your fundraising efforts is also a nice touch. Do not forget to ask about them; they are your friends, family, and contacts. The personal touch goes a long way, so ask about them as well as asking for sponsorship.

Talk to people.

While sharing your story on social media can make a big difference, nothing beats a one-on-one conversation when it comes to the awkward business of asking for donations. A real-life meeting is always going to be the best way to ask for a donation, not least because saying no is a lot harder when the person asking for sponsorship is sitting right next to you. An in-person meeting may not be possible, especially if they live a long way away. If it is not possible, a phone call is the next best thing. You are still investing your time in appealing to your friends individually – and that personal effort will go a long way.

The more people you ask, the more you will raise. If people indicate they will sponsor you but need to wait, maybe until payday, do not forget to get back to them. Follow up a conversation with a link sent via email or direct messaging; the easier you make it for people to sponsor you, the more likely they will support you.



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you ask, the more
you will raise!**

When you receive sponsorship, thank that person in a social media post with a link to your page. By doing this, you will encourage others to visit the page, and gratitude is a good thing.

Do not give up: Persistence pays off! There is nothing wrong with sending out reminders a couple of weeks after your first request for donations. Keep people updated with how your preparations are going and get everyone involved.

When you are approaching a significant total in your fundraising, ask people to help you reach the milestone. (E.g. I am so close to my first £500 raised; only another £78 to go! Would you help me achieve this milestone?) Post it on social media, email people and ask them. Someone will love the fact that they got you to your milestone. When you pass your milestones, thank people for supporting and ask people to help you reach your next target.

When the time is coming to an end, share how much you raised on social media. If you are close to a significant number, it is worth sharing how close you were to it; someone may make up the difference. (e.g. Thank you to everyone who helped be

raise £947 for Youth for Christ Gloucestershire, agonisingly close to £1k. Would anyone like to help raise the final £53?)

Other ways to raise sponsorship.

Ask your employer: Ask your company if it has a matched-giving scheme, which means it will match your fundraising pound for pound. And do not forget to involve your workmates in your fundraising activities.

Host a garden party where people can sponsor you.

Do mini challenges as part of the main challenge: e.g. Wear the football shirt of your favourite football teams rivals if someone sponsors you £50 or £100 to do so. I told people I would have my legs waxed for a cycling event if I raised an extra £2000, and we would post the video online. You could dye your hair as part of the challenge; the possibilities are endless.

Additional Support

We want to ensure you have the resources to be as successful as possible in your fundraising endeavours. We will send you emails to encourage you and to give you tips for fundraising. Paul can also be contacted for advice and support.

The most important thing to remember is that your contribution will change young people's lives. The next most important thing to remember is to enjoy your challenge!

Contact Details

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