

Trailwalker™ UK 2012 Fundraising guide



Everything you need to smash your fundraising target
and help change lives around the world.



STATE STREET

Ten steps to smashing your target

From start to finish, Trailwalker will be an epic adventure for you and your team. And, if you put just a tiny drop of that adventurous spirit into raising money, you'll reach your fundraising goal without breaking sweat.

Sure, there may be a little hard work along the way. But, with every pound you raise helping to change lives around the world, the prize is worth it. All you need are some great ideas and a clear plan – starting with these ten simple steps.



1. Start early.

Don't hang around. If you want to raise plenty of money, now's a good time to start thinking about how you'll go about it. As a guide, aim to raise 80% of your target before the event, and 20% afterwards.

2. Work as a team.

It might help to split your fundraising target between the four of you – it will suddenly seem much more manageable. Then, make use of your individual interests and skills. If someone's creative, get them to make the posters for your fundraising events. Or if one of you has the gift of the gab, ask if they'll do a particularly persuasive presentation at work.

3. Tell everyone.

The more people who know that you're taking on this epic challenge, the more money you're likely to make. So tell friends and family. Tell everyone on Facebook. Tell your neighbours. Pool your team's contacts from work or sports clubs to maximise the amount of cash you'll raise. And, when the day of the event gets closer, don't be shy about reminding people who've not got around to sponsoring you. Use Facebook, Twitter and emails to share pictures, videos and stories of your progress.

4. Speak to us.

Hello. If you're worried about anything or you need a bit of expert help with your fundraising, we're here for you on **0300 200 1244** or at **events@oxfam.org.uk**. Our team is filled with former Trailwalkers, so we know all the tips and tricks to help you smash your target. And don't forget to visit our website for training plans, more fundraising ideas and tips from former team leaders:
www.oxfam.org.uk/trailwalker

“The vast majority of our sponsorship came from family, friends and work colleagues via our JustGiving page. The largest donation was £100 but most were between £10 and £20.”



5. Set up an online giving page.

This is a great way to tell everyone what you're doing in one go – and it means donations come directly to Oxfam without you having to chase people up (we then split the money with the Gurkha Welfare Trust); The average online donation is £34, and each team gets an average of 35 online sponsors – so you'll take a huge chunk out of your fundraising target.

Oxfam's favourite site is Virgin Money Giving because it costs us less, and they offer great support. It's easy to set up, too:

1. Create your page

First, go to www.virginmoneygiving.com and click 'create your page'. Click 'organised event' and search for 'Trailwalker'.

2. Register it

Click 'register' to fill in your details. And when you choose a web address, pick one that's not related to Trailwalker – that way you can use it for other events in the future.

3. Personalise it

Type in a title and some information about you and your event. You can add things like a countdown calendar and a photo gallery – just tick the features you want. Then click 'save'. If you're not happy with the page, you can update it at any time.

4. And tell everyone about it

This is the most important bit. Email the link to friends, family and colleagues – and use the Facebook application to tell everyone you know. Think about timing - sending an email just after pay day works well!

“We've run a Nepali curry night the last few years – very popular and you can get some great recipes off the net. It made about £500.”





If you're a whizz in the kitchen, set up a cake sale to get extra donations.



Contact your local supermarket and ask them about doing a collection or bag packing for donations.



Put on a cocktail night at home or down your local pub. It'll be a great night out and you'll raise loads of money too.

6. Have a word with the boss.

If you're lucky, your workplace will match what you raise – get in touch with us if you need help with the paperwork. But if that's not possible, you can still organise dress-down days, swear boxes, 'guess the baby photo' competitions, sports events, cake sales and collections at work. The treasure map in this pack is a good starting point. And don't forget to mention your Virgin Money Giving page to colleagues. You could even put the link in your email signature.

7. Think local.

Next time you're walking around town, have a think about some of the companies you could get involved. A local business might like to sponsor your team, and local shops can be great for donating ethical, Fair Trade raffle prizes. Then there are places like pubs, social clubs and your gym – great for hosting and advertising events like quizzes.

8. Be creative.

Raise big money in a small amount of time with extras like auctions, raffles, fashion shows, curry nights, karaoke evenings, coffee mornings, film nights and so on. Your team members may have skills or hobbies that lend themselves to great fundraising ideas. Maybe one of you is an excellent cook and could make the curry or bake some cakes to sell. Or maybe you love your music and could organise a gig or club night?

9. Get publicity.

Let your local paper and radio station know what you're up to – particularly if your team has a great story to tell – and politely prod them until you get your 15 minutes of fame. If you're being sponsored by a local company, mention their name and you might find it increases their donation. And don't forget to ask the journalist to include your Virgin Money Giving page.



COOK UP A STORM – You and mates take it in turn to host a dinner party over a week, and, at the end of each evening you all rate the hosts' performance.

“We’ve had our best results by organising small, easily manageable events. You don’t risk losing lots of money by being too ambitious, and they’re great for team-building.”

10. Check it's legal.

Nothing to worry about, but if you're organising raffles, auctions or anything bigger than you've done before, make sure you do it by the book.

You'll find the most up-to-date guidelines at www.oxfam.org.uk/fundraise.

And if you have any questions about keeping it safe and legal, just email us at events@oxfam.org.uk

Er, 11. Enjoy it.

Okay, so we promised ten. But this one was just too important to miss off.

Trailwalker is a unique experience and an amazing achievement. So enjoy the training. Enjoy the fundraising. Soak up the atmosphere of the event itself.

And have yourselves some truly epic post-event celebrations.



SET MATES A CHALLENGE –

Get them to do 100km over a series of weeks in the gym and get sponsored. It will give them a taste of the scale of the challenge you are tackling.

“It's essential to let everyone know how you got on. In the days after the event we received many additional donations, some expressing surprise that all four of us completed the walk in under 25 hours!”



BE A SPORT – Have a knockout cricket, netball or football contest and get people to pay to enter a team. You could even sell refreshments and ask spectators for their support too.



How your fundraising target could break down

Teams raise money in all kinds of ways. Here's a suggestion for how the money you raise could be split between different types of fundraising activity.



Lifting people out of poverty

By the time you've finished Trailwalker 2012 you will have achieved much, much more than a fantastic feat of physical endurance. The money your team raises is split between Oxfam and the Gurkha Welfare Trust (GWT) and will help fight poverty and suffering around the world.

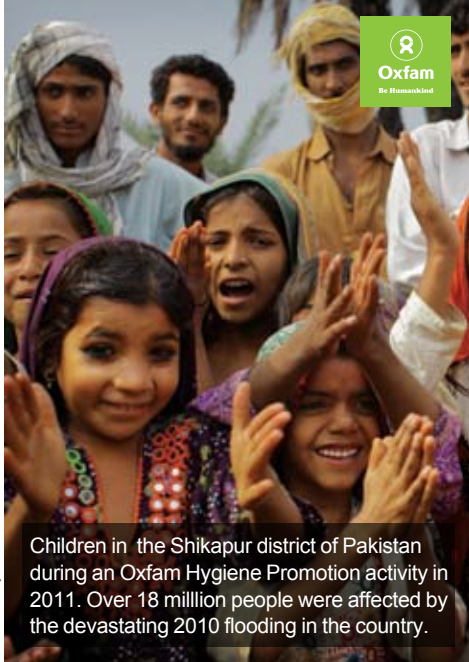


Photo: Timothy Allen

Children in the Shikapur district of Pakistan during an Oxfam Hygiene Promotion activity in 2011. Over 18 million people were affected by the devastating 2010 flooding in the country.



Photo: Robert Hellingworth

For generations, Gurkha villages in Nepal have offered their young men for service in the British Army – a debt of honour is now owed to them.

Oxfam is a global movement of people passionate about ending poverty. We respond fast in emergencies and stay to rebuild lives. We work on long term projects with people determined to shape a better future. And we campaign for genuine lasting change. www.oxfam.org.uk

The Gurkha Welfare Trust relieves poverty and distress among Gurkha ex-servicemen and their dependants. Money raised from Trailwalker 2012 will be used to provide financial and medical aid to the most destitute Gurkhas and fund community aid projects in Nepal. www.gwt.org.uk

How your sponsorship will help:

£10

buys farming tools

Give a farmer equipment like hoes, rakes, gloves or chicken wire, so they can harvest their crops, feed their families and earn a living.

£20

buys a family hygiene kit

When disaster hits, disease can spread fast. These kits contain essential items like soap, a bucket and cotton wool. Simple stuff that can save lives.


£50

gives an ex-Gurkha a pension

The Gurkha Welfare Trust provides welfare pensions for over 10,000 ex-Gurkhas or their widows. £50 is the equivalent of two months' payments.

The more you raise, the more everyone gets!

Focus your fundraising with our exclusive rewards packages. Your team will receive some extra special benefits, and you'll be helping to transform more lives around the world.

	Raise this...	To achieve amazing things...
Starter	<p>£1,500+</p> <p>You get:</p> <ul style="list-style-type: none"> > Free camping the night before the event and all event meals. > Full pre-event training and fundraising support for your team. 	 <p>£1,500 trains 24 teachers in Tanzania. By training teachers like Edward (pictured) you can help to give children in Tanzania a better future. Photo: Ami Vitale</p>
Aim high – you can change your pledge up to two weeks before the event.		
Oak	<p>£2,000+</p> <p>You get the Starter rewards plus:</p> <ul style="list-style-type: none"> > Official wicking Trailwalker t-shirts for the whole team. > A commemorative photo of your team at the finish.* 	 <p>£2,000 buys 150 family hygiene kits. When massive floods hit Pakistan in August 2010, we provided hygiene kits including soap, sanitary cloths and oral rehydration salts to help families to stay healthy. Photo: Iqbal Haider</p>
Crystal	<p>£3,000+</p> <p>You get all Oak rewards plus:</p> <ul style="list-style-type: none"> > Refund of your team entry fee.** > Speedy check-in on registration day.* > Free training session with the Queen's Gurkha Signals at their barracks.*** 	 <p>£3,000 provides more than 1,000 mosquito nets. Nets like these save lives. They're a simple and effective way to protect people, especially children, from malaria. Photo: Ami Vitale</p>
Diamond	<p>£5,000+</p> <p>You get all Crystal rewards plus:</p> <ul style="list-style-type: none"> > Engraved Trailwalker 'outstanding achievement' plaque.** > VIP table at the Trailwalker post-event celebration evening.** 	 <p>£5,000 helps train 100 farmers. In West Timor, Indonesia, farmers have been trained on using organic fertilisers and new irrigation methods, to help improve yields and feed their families. Photo: Tom Greenwood</p>
Platinum	<p>£10,000+</p> <p>You get all Diamond rewards plus:</p> <ul style="list-style-type: none"> > A VIP space at the Trailwalker event for a top sponsor.** > Behind-the-scenes tour of Oxfam Emergency HQ.*** 	 <p>£10,000 builds 120 homes above flood levels. Communities in Bangladesh are being hit by increasingly severe floods, but raising homes can help to protect families from danger. Photo: Dan Chung</p>

* 70% of pledge must be received before event day.

** Pledged amount must be received by 30/09/12.

*** 50% of pledge must be received before 30/04/12 (TBC).

Note: Rewards offered are subject to change.

Fundraising records

Last year, the average amount raised per team was £2,124. Here are some inspiring totals to aim for when you set your fundraising targets.

Best ever teams	Total	Year
1 Cash Quadrupeds	£22,034	2008
2 Ridgeway Ramblers	£19,060	2008
3 Sons Of Zeus	£18,325	2009
4 Lumley's Lads	£17,080	2009
5 Unicredit FX Walkers	£16,366	2008

If each member of your team collects £25 from 30 sponsors, you've made £3,000.

Best organisations 2011	Total	Teams
1 Government of Singapore Investment Corporation	£42,079	3
2 Macquarie Group	£24,167	3
3 Square Enix	£20,350	6

How to pay in your money

Once you've gone all-out to drum up support, the final step is to send the money in. Here are the slightly dull but all-important details.

Virgin Money Giving The easiest way is through www.virginmoneygiving.com – all payments come directly through to Oxfam, and we split the total with the Gurkha Welfare Trust.

Virgin Money Giving is a not-for-profit website that uses the secure banking of Virgin Money to process your donations. We recommend Virgin Money Giving, but we also accept payments through other sites such as www.justgiving.co.uk

Post Send all cheques and sponsor forms to Oxfam Events Team, John Smith Drive, Oxford, OX4 2JY. Please include your **name, team name and the words 'Trailwalker 2012'**. Cheques should be made payable to 'Oxfam'.

Phone Call 0300 200 1244 and pay over the phone with your card. Please don't send cash through the post. And please don't take your fundraising money to an Oxfam shop – we will not be able to record where it came from.

Fundraising deadline: 30 September 2012



**“You can never start too early
with the fundraising. The best
feeling in the world is to reach
your target before the event,
because it gets much harder
afterwards.”**

Clare Hallet, four-time Trailwalker

 **recycle** **100% recycled**

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