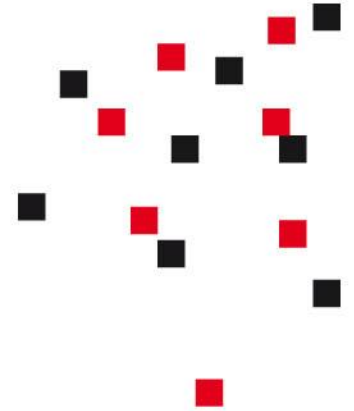
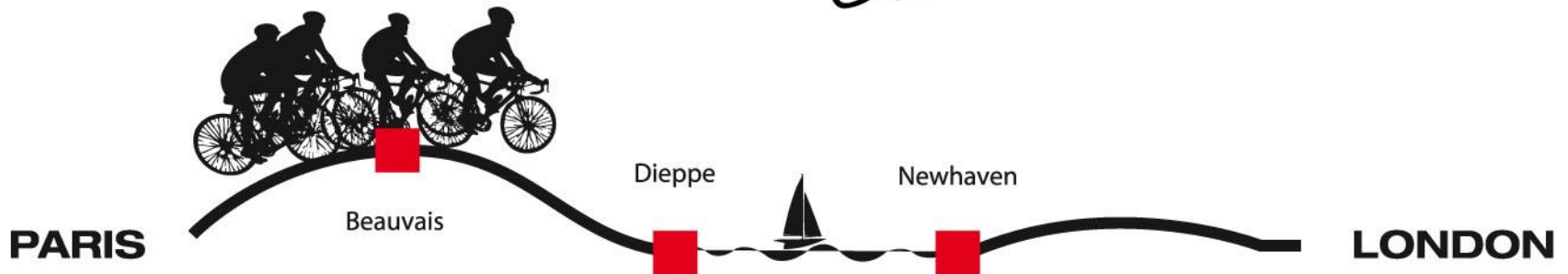


Fundraising Toolkit



16 to 18 June 2011

PARIS TO LONDON BIKE RIDE
Charity Challenge



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TEAM SPIRIT  SOCIÉTÉ
GÉNÉRALE



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Introduction

- **Thank you for supporting CARE** and help CARE in implementing and expanding its educational project in Bangladesh.
- **This document gives you tips on how to get started, as well as a few simple fundraising ideas to help you.** It also outlines some of the more practical considerations you need to take into account when organizing fundraising activities.
- **Good luck and thank you!**

GO TO www.paristolondonbikeride.com

- **Every step you take and every penny you raise will help make a real difference.**

6 steps to successful fundraising

- ▶ **Customize your page!** 90% of the time, successful fundraising pages have nice stories to tell
- ▶ **Make the first donation!** It is easier to collect donations when there are already some on the page. The donation amounts appearing on your page are also important since new donors tend to follow what previous donors have given!
- ▶ **Share your page with a first group of friends.** You will be able to gain your first donations!
- ▶ Once you get your first donations, send a **message to all your contacts** through your mailbox and your Facebook profile.
- ▶ Ask people to **click on the Facebook “Like” button on your fundraising page** (Facebook will automatically keep them updated about your fundraising)
- ▶ Add a **link to your page into your e-mail signature.**


Online Tools

- **To make collecting sponsorship easier and to save yourself time**
 - ▶ Donations made online **tend to be higher** and are guaranteed as the donation will be taken automatically from the sponsor's account to the charity
 - ▶ Fiscal reduction is included : for French Tax payer, 75% is deductible
100€ given only costs 25€ to your sponsor / donor
(see detail on the website)


Tools-Online giving sponsorship - Preparation


■ Create your own personal page

- ▶ Put together some wording
 - **describing the challenge** you are undertaking
 - **why you will be raising money for charity**
 - **give some detail of the charity** (see sheet about CARE) you will be fundraising for and what work they do
- ▶ Indicate the name of the challenge
- ▶ Add picture/logo if needed
- ▶ Make the first donation to show the chart



PARIS TO LONDON BIKE RIDE
Charity Challenge





Page de collecte de Vincent Archambault-Bouffard


Événement - Paris to London Bike Ride 2011 - 16/06/11
Dons collectés : 200 €
Objectif de collecte : 1 000 €
Jours restants : 77

[Faire un don](#)
[Diffuser la page](#)
[Moi aussi, j'organise une collecte !](#)

Auteur de la page
Vincent Archambault-Bouffard

Date de clôture de la page
16/07/11

A propos de mon association
CARE



Depuis plus de 60 ans, l'association de solidarité internationale Care s'est engagée en faveur du développement durable. Dans près...
[Lire la suite](#)

Message


Bonjour, Hello,

Avec d'autres collègues de la Société Générale, je participe à la Paris to London Bike Ride. Je relève un challenge sportif mais également un challenge solidaire car j'ai décidé de collecter des fonds pour l'Association CARE qui améliore l'éducation des enfants au Bangladesh. Je vous invite à faire un don sur ma page. 75% vous sera remboursé en économie d'impôt.

With my Société Générale colleagues, I am taking part to Paris to London Bike Ride. It's a sport challenge but it's also a fundraising challenge. I'm raising funds for CARE which is helping children in Bangladesh to get a better education. Please support me by making a donation on my page.

Vincent Archambault-Bouffard
[Faire un don](#)

Nom	Date	Montant	Commentaire
On reste en Kontak	31/03/11	100 €	
Jerome	31/03/11	100 €	Wazaaaa


Total des dons 200 €

[Faire un don](#)

[Signaler un abus](#)

Examples of emails.

- Here are a few examples in French and English of emails sent last year by the participants to their friends and family (or colleagues).

Bonjour l'Equipe TEL,

Comme vous le savez peut être déjà, je viens de m'inscrire au **Marathon de Dubai** (j'ai déjà mal aux jambes rien que d'en parler :()Et puisque je vais mourir, pleurer et souffrir durant **42.2 km** je me suis dit qu'il fallait que ce soit pour la bonne cause.

Ainsi pour le premier marathon de ma vie, j'ai décidé de m'engager auprès de l'association **CARE international**.

CARE international est une association qui s'engage dans la lutte contre la pauvreté et le respect de la dignité humaine dans le monde.

Pour plus d'infos : <http://www.care.org/>

Pour m'aider dans ce combat je vous propose de parrainer mon parcours, chaque **20 euros** représentant **1km** du parcours.

On 18th June, I will be jumping on my bike in Paris....destination: London! As part of my company, Societe Generale's Citizen Commitment Week, 50 employees will be cycling from Paris to London to raise funds for CARE International. We will cover 322km (201 miles) over 3 days, fortunately taking the ferry for a Dieppe-Newhaven crossing of the Channel! We hope to arrive at Tower Hill, London on Saturday 20th June....albeit fairly tired, but at least it will have been cheaper than taking the plane or train!

Societe Generale is covering all logistical costs of the ride (my food, accommodation, much-needed-guides, etc), which means every penny you give will go directly to CARE International. CARE is a humanitarian organization, helping the poor and vulnerable in some of the world's poorest countries. At Societe Generale, we support 3 specific projects in Peru, Mali and Bangladesh, so rest assured any money you give will go to help a very worthy cause.

So, as you imagine me peddling away on my bike, racking up the training miles, please dig deep and see what you can find to sponsor me. It is all greatly appreciated. Many thanks in advance.

Please do click on the link to support CARE International with me!

<http://www.justgiving.com/xxxxxxx>

As many of you now, I've decided to embark on the Paris to London bike ride in aid of CARE International, which aims, and helps, to ease poverty across the developing world.

The 200+ mile journey will no doubt be a challenge, but one I'm looking forward to. I had thought of doing it on a unicycle, but it was too difficult to attach the stabilizers...

Your sponsorship is greatly appreciated. Whether it's pennies or pounds, everything counts, and anything is appreciated.

Please visit my fundraising page via <http://www.justgiving.com/jasvantsingh>

Thanks,

Donating through Justgiving is quick, easy and totally secure. It's also the most efficient way to sponsor me: CARE International UK gets your money faster and, if you're a UK taxpayer, Justgiving makes sure 25% in Gift Aid, plus a 3% supplement, are added to your donation.

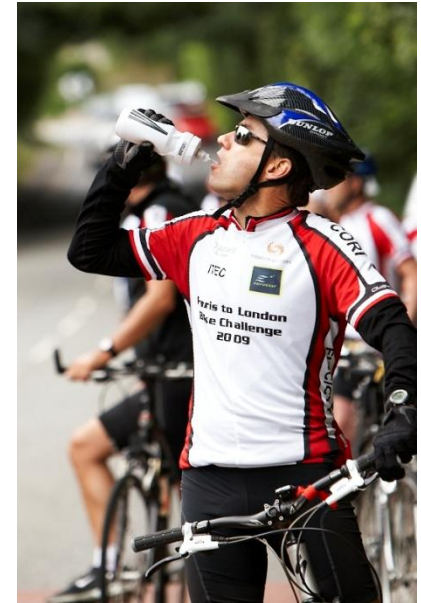
Tools-Online giving sponsorship - Preparation

Here are some additional visuals for your personal page



Tools-Online giving sponsorship - Preparation

- Here are some additional visuals for your personal page



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Fundraising hints & tips

- 1) **Break your fundraising total down into manageable chunks** and plan how you will raise each mini-total. Aiming for 10 lots of €100 or even 2 lots of € 500 can feel much more achievable. However, don't be afraid to aim high - the higher you aim, the more you will raise to help vulnerable children.
- 2) **Recruit your biggest sponsors first.** This will set the tone for the others to follow and can help ease the pressure at an early stage. Your team head at work is a good place to start! Start high - how about a pound a mile? Make sure that you start your page with a high total too. Collecting sponsorship is a very difficult job so ask sponsors to pay up-front.
- 3) **Network to raise funds.** Write a list of everyone you know – start with friends, family and work colleagues – and then look at all the networks you are involved in e.g. sports clubs, evening classes, pub, previous employer, ex-colleagues, local shops etc. – you will be amazed at how many people you can go to.
- 4) **Identify friends or family who can fundraise on your behalf.** Set them a mini target and identify who they can target or what event they can organise. Friends and family can also take your sponsorship forms and get their contacts to donate.
- 5) **Make the most of your fundraising events.** If you are holding a party or event of any kind, raise that extra bit of money with a raffle or party game like 'guess how many sweets in the jar' always works well!

Fundraising events ideas

- ▶ Start with a bang! **Hold a party to celebrate the start of your training. Charge an entry fee** to cover some food and wine, plus a donation to charity.
- ▶ Organise a **wine tasting evening** – ask a local business to donate wine and cheese.
- ▶ Organise a **raffle** and ask for prizes from friends and family. Local businesses are often willing to help you with prizes, even if they can't make a cash donation. Sell raffle tickets to friends for € x.
- ▶ Organise a **cake sale**
- ▶ Offer a small prize (e.g. bottle of champagne) for:
 - Guess the number of sweets in a jar (pay to guess)
 - Guess the total length of time/distance etc of your challenge (pay to guess)
- ▶ **Men** – offer to shave your legs / grow a beard etc. when you reach a certain fundraising target
- ▶ **Women** - offer to come to the office with 2 different shoes when you reach a certain fundraising target
- ▶ **Book sale** – people bring in old books. Sell them off for a nominal price.
- ▶ Create a **Penalty box**, and ask colleagues to donate 1€ every time they swear, are late for work, their mobile goes off in meetings, they forget their work pass.
- ▶ Ask if you can make a **collection** at your local café/bar
- ▶ Ask for donations rather than birthday presents
- ▶ **Go green for the day:** pay to dress in green, sell green cakes or cocktails, and hold a collection while your greenness has got everyone's attention!

How to organise a fundraising event?

■ Step one – Think of an idea

- ▶ The best way to come up with fundraising ideas is to hold a brainstorming session with colleagues. Make sure the session is fun and light-hearted and split into small groups to generate as many ideas as possible. The most successful events will be those that fit in with your organisation and its staff.

■ Step two – Co-ordination

- ▶ Arrange a meeting with everyone involved and divide the organisation of the event into sections, e.g. publicity and posters, selling tickets or sponsorship.

■ Step three – Publicity

- ▶ publicise your event to colleagues, friends and family. Remember to tell people everything they need to know about your event

■ Step four – Do it!

- ▶ Hold your event or activity and remember to have fun!

Please make sure your events and activities are safe and secure for everyone involved. If you would like further information on health and safety guidance or other tips on holding any event please contact Pauline Giroux at Société Générale's CR department in the UK and Iris Bazin for non UK participants.

Useful links

- www.paristolondonbikeride.com
- <http://tinyurl.com/SGBikeRideforCARE> for UK participants
- <http://insite.int.world.socgen/corporateresponsibility/>
- <http://insite.int.world.socgen/corporateresponsibility/CARE.rha>

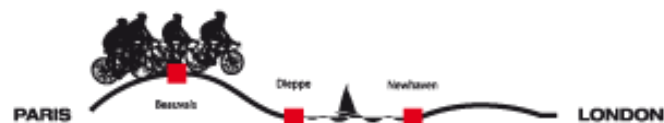
- **The money you raise will be vital in helping to change children's lives.**
- **Good luck with your fundraising, and on behalf of the children and young people CARE works with - thank you!**



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