

# **CHALLENGE EVENT & FUNDRAISING PACK**

## **WOMEN IN SPORT**



# THANK YOU FOR CHOOSING WOMEN IN SPORT FOR YOUR CHALLENGE!



## We want to help you help us.

In this guide you'll find everything you need to help you with your fundraising. The team at Women in Sport will always be on hand to support you along the way.

Fundraising for us can be as simple or as elaborate as you like. Whether you raise £20 or £200, every penny counts towards your overall goal.

Once again, thanks for signing up to fundraise for us through a challenge event and we look forward to hearing all about it!



# YOUR GUIDE TO FUNDRAISING WITH US



WOMEN  
**N**  
SPORT

# WHY YOUR FUNDRAISING IS SO IMPORTANT



**The money you raise will allow Women in Sport to work with sports organisations and schools across the UK to create programmes that help more women and girls to benefit their lives through sport.**

Women in Sport is the leading UK charity working to empower women and girls through and within sport.

Since 1984, we've championed the right of every woman and girl to take part in and benefit from sport.

Now, we're making changes from within. We want to change the way sport is delivered, giving women and girls the opportunity to make their mark on the world of sport – from the field of play to the boardroom.

To achieve this we: carry out research into women's relationships with sport and physical activity; provide strategic and practical support to help sport deliverers understand how to better engage with women and girls; and campaign and raise awareness.



Registered with  
**FUNDRAISING  
REGULATOR**



# GETTING STARTED WITH YOUR FUNDRAISING

The best way to get started with your fundraising is to set up a JustGiving page. This page will allow you to easily collect donations for your challenge and can be shared across social media.

It's really easy to set up your **JustGiving** fundraising page.

- Simply follow this link:  
[www.justgiving.com/womeninsport](http://www.justgiving.com/womeninsport)
- Click on 'FUNDRAISE FOR US'
- Create your account
- Update your details and personalise your page with your story, photos and more
- Share your page with friends and family
- Share the link to your page with us so that we can help to promote your page
- Include a link to our [JustGiving page](#) in your fundraising materials





# FUNDRAISING IDEAS FOR YOUR EVENT

# GET CREATIVE

- **Bake sale**

Who doesn't love a bake sale?! Make your colleagues' day by treating them to some bake off worthy treats. Maybe even add some competition by challenging your co-workers to a bake off.

- **Sweepstake**

Get your colleagues to predict your finish time or the outcome of a favourite TV series!

- **Charity raffle**

Get local businesses on board and ask them to donate prizes to an office raffle. Many local businesses will be happy to offer prizes if they know it's for a good cause.

- **Hold a car boot sale**

Looking to have a clear out? Head down to your local car boot or fete and rehome all your unwanted items.



# INTERACTIVE EVENTS

- **Sports Kit Fridays**

Ditch the uniform and put your best gym kit on! Can't get away with the whole kit? Then why not have a trainer only day. You never know, it might encourage people to be more active!

- **5-a-side**

Challenge your colleagues to a match and pay for entries. Head down to your local park or leisure centre.

- **Quiz night**

Head down to your local pub and ask if you can hold a quiz night, or if they run one already if you can collect donations on the night/charge an extra £1 for entry which can be donated to Women in Sport.

- **Come dine with me**

Invite your friends and family over for a night in and ask them to donate.





**FUNDRAISING ADVICE**  
**HELPING YOU REACH**  
**YOUR GOAL**

# GETTING THE WORD OUT

Maximise the impact of your challenge event with these fundraising awareness tips.

- **Word of mouth**

Tell people who you are fundraising for and why. If people know that their money can make a real difference to the well-being of women and girls, they will be more likely to sponsor you.

- **It's who you know**

Use your contacts and ask everyone you know. As well as helping you themselves, they can put you in touch with other people who can help.

- **Track your progress**

Set up a training blog or vlog so supporters can follow your progress and easily share to get sponsorship.

- **Train together**

Link your training app to your online fundraising platform so donators can train along with you!



# PUSH YOUR PROFILE

**Make sure you shout about the great work you're doing for a fantastic cause!**

- **Be the news**

Get the local media involved. The more coverage you get, the more people will know what you are doing and will want to sponsor you!

- **Get your employer involved**

Companies will offer match funds raised by employees so speak with your Community Affairs or HR Department to see if they can help you.

- **Hit the gym**

Get your gym or sports club involved. As well as getting sponsorship, you may find someone who would be willing to train with you.

- **Keep in touch**

Don't forget to let us know how you are getting on, and send us any photos, videos and stories of your fundraising and training that you're happy to share.





# HOW TO TAG US

# WE'LL GIVE YOU A SHOUT OUT!

**Instagram:** @womeninsport\_uk

**Twitter:** @womeninsport\_uk

**Facebook:** /ukwomeninsport

**JustGiving:** [Click here](#)

*#womeninsportfundraisers*



**THANK YOU FOR  
YOUR SUPPORT!**

**WOMEN  
N  
SPORT**





# WOMEN IN SPORT

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