



# FUNDRAISING PACK



**Thank you for celebrating 25 years of Friends  
of ANCHOR by tackling the Glack Trail**

**Registered charity number SC025332**

# SET UP YOUR FUNDRAISING PAGE

We'd recommend that you use JustGiving as it's easy to set up and use, and the funds are transferred automatically to Friends of ANCHOR.



Go to [www.justgiving.com/start-fundraising](https://www.justgiving.com/start-fundraising). The website will talk you through all the steps. Personalise your page with your name, some photos and a few words.

GO

Share your page far and wide with friends, family and workmates.

You can copy and paste the paragraph below to let your donors know how their support will help.

I am tackling the Glack Trail to raise vital funds for Friends of ANCHOR. Every penny of your donation will go towards the ANCHORED Together appeal; the charity's commitment to raise £2million for additional extras within The ANCHOR Centre, which is currently under construction and due to open in 2023.

All of Friends of ANCHOR's overheads are covered by local company Balmoral Group, so you can rest assured that 100% of your donation will do great work.



# STAY CONNECTED



Share your fundraising story and progress on Facebook to let your friends know what you're up to. Include a link to your page to encourage people to visit it, read your story and donate.



Taking on a personal challenge? Why not set up an Instagram account dedicated to your efforts, so you can share the ins and outs of your progress and training regime without bombarding your personal page. Remember to include your fundraising page link in the biography section.



Twitter can be great for shorter updates, so if you're a busy person, or a little camera shy, this is the site for you. Again, you can include your fundraising page link in your bio and encourage people to read more about your challenge there.



LinkedIn is a great place to share updates with colleagues, peers and potential sponsors.

**The social media world is great for keeping connected. You don't need to create profiles on all these pages, but even just choosing one to use will help promote your challenge. Below are some extra hints and tips to boost engagement on your posts.**

Tag @FriendsofANCHOR so we can like, share and comment on your posts.

Be snap happy so you have a library of photos to share (make sure you get some selfies in there too).

Think about what time of day you are posting and if people are likely be scrolling on social media.

Use a catchy hashtag or name for your challenge and include this in your posts.

Record a short video of yourself explaining a bit about your challenge and why you're supporting Friends of ANCHOR.

Be yourself and have fun!

# FUEL YOUR FUNDRAISING

Top tips to help kickstart your campaign

TRIED + TESTED!



## SHOUT ABOUT YOUR EFFORTS!

Share your JustGiving page far and wide with friends, family and colleagues to rally donations. Telling people what you're up to by simply sharing your page on Facebook, or adding the link to link to your Instagram bio, is a great way to encourage people to donate.

## CHALLENGE 25

Set yourself a milestone target to help us celebrate our 25th year. You could commit to completing 25 training runs ahead of the event or even give up sweet treats for 25 days!



## HOST A VIRTUAL QUIZ

Get everyone together over Zoom and settle once and for all who has the greatest general knowledge. Set an entry fee, decide on a prize and battle it out for bragging rights

## RAFFLE A PRIZE

Pull together the perfect prize and raffle it off. Whether it's a hamper or a gift voucher, pick a crowd-pleasing gift to attract more entries. Keep track of who's entered by asking them to donate to your fundraising page with the code word 'raffle'



## RUN-O-GRAMS

Head to the last page of the pack for our Run-o-grams challenge! Ask people to donate £1 for every complete attempt - a really accessible way to encourage small donations that add up

## HOLD A SWEEPSTAKE

Encourage people to guess how long it will take you to complete your challenge, whether that be the time you'll get on the day or how many miles you'll bank during training. The winner wins half of the sweepstake and the other half will go towards your fundraising



# ***SWEEPSTAKE***

*Holding a sweepstake is a fun way to add some pounds to your fundraising total. Set a price per guess, and the closest winner takes home half of the sweepstake, with the other half added to your fundraising.*

**Guess:** \_\_\_\_\_

Name:  
Guess:

# RUN-O-GRAMS



We've jumbled up some words related to all things exercise! Send the quiz on to your supporters in exchange for a £1 donation and the chance to win bragging rights! Once they've completed each one pass on the answers on the next page.

**KIEH**

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**LCENLGEHA**

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**VTAMIOTINO**

---

**MTASINA**

---

**BLIMC**

---

**YICCBEL**

---

**UOKRTOW**

---

**MIGOVN**

---

**TINSFES**

---

**ODOROTUS**

---

**RNIATIGN**

---

**TLORLS**

---

**LEHATH**

---

**GINRNUN**

---

**ESRCXISE**

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# ***RUN-O-GRAMS***

## **ANSWERS**

*How many did you get right?*

**KIEH**

***HIKE***

---

**LCENLGEHA**

***CHALLENGE***

---

**VTAMIOTINO**

***MOTIVATION***

---

**MTASINA**

***STAMINA***

---

**BLIMC**

***CLIMB***

---

**YICCBEL**

***BICYCLE***

---

**UOKRTOW**

***WORKOUT***

---

**MIGOVN**

***MOVING***

---

**TINSFES**

***FITNESS***

---

**ODOROTUS**

***OUTDOORS***

---

**RNIATIGN**

***TRAINING***

---

**TLORLS**

***STROLL***

---

**LEHATH**

***HEALTH***

---

**GINRNUN**

***RUNNING***

---

**ESRCXISE**

***EXERCISE***

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# SPONSORSHIP FORM

Participant: \_\_\_\_\_

Event: Glack Trail

Date: September 10th 2022

Authorised by:   
T 01224 859170 | E info@friendsofanchor.org  
Registered charity number SC025332



Full name and home address*:	Sponsorship pledge:	Paid:	Gift Aid**:
Name: Address: Postcode:			Only tick here if you are a taxpayer and would like Friends of ANCHOR to reclaim tax on this gift. <input type="checkbox"/> Date: _____
Name: Address: Postcode:			Only tick here if you are a taxpayer and would like Friends of ANCHOR to reclaim tax on this gift. <input type="checkbox"/> Date: _____
Name: Address: Postcode:			Only tick here if you are a taxpayer and would like Friends of ANCHOR to reclaim tax on this gift. <input type="checkbox"/> Date: _____
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Name: Address: Postcode:			Only tick here if you are a taxpayer and would like Friends of ANCHOR to reclaim tax on this gift. <input type="checkbox"/> Date: _____

\* Please fill these details in full, using your **home** address. We require these details to claim gift aid on your donation

\*\* To be eligible to gift aid your donation, you must pay an amount of income tax or capital gains tax at least equal to the amount of tax we reclaim on your donation. (Currently 25p for every £1 you give)

**Friends of ANCHOR does not undertake to collect the money donated and it is entirely the responsibility of the individual or group to pass on the money raised.**