



Rotary Dragon Boat Festival

Abingdon-on-Thames
Sunday 8th September 2019



Fundraising

The Rotary Dragon Boat Festival is all about having fun while raising money for charity! In the past, teams have raised £2000 each (which is only £100 per person in the team). If Gift Aid donations can be made, then the Inland Revenue gives an additional 25p for every £1 donated.

Collecting sponsorship can be made easier through the online sponsorship site JustGiving.

Charities supported by the Rotary Club of Abingdon Vesper

The Rotary Club of Abingdon Vesper supports a broad range of projects both in the local community and internationally.

Community projects include:

- Day trips on the Kennet and Avon Canal for disabled/disadvantaged groups
- Transport for Abingdon Stroke Club
- Support for Abingdon Food Bank
- Support for South & Vale Young Carers
- A day trip to Cotswold Wildlife Park for Kingfisher School

International projects include:

- More than 40 microcredit schemes in Uganda
- Support for Rotary's global initiative to eradicate polio
- Support for ShelterBox which provides immediate aid to disaster areas



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Collecting Sponsorship is Fun!

Here are some suggestions about how to increase the amount of money you can raise through sponsorship and make it easier for everyone as well as have some fun doing it!

Remember you are asking people to sponsor you to participate in the Rotary Dragon Boat Festival - you do not have to complete a course, a distance or keep going for a set time. So when someone has agreed to sponsor you, ask if you can have the money there and then which takes out all the hassle of going back to ask for their money after the event.

Remember the old Chinese saying *"a journey of 1000 miles begins with a single step"...*

Here are some ideas:

- Divide your team into 2 or 3 groups and run a competition between the groups to see which can raise the most money
- Delegate two or three individuals within the team to encourage, motivate and persuade all the team members to ask for sponsorship. Other members could be responsible for organising your team's fancy dress; transportation on the day etc.
- Approach your company's customers and suppliers and ask for a £50 team donation. $10 \times £50 = £500$; $20 \times £50 = £1,000$. Delegate one or two individuals in the team who are regularly in contact with customers or suppliers
- Work out how many days there are until the event and aim to get one person each day to sponsor you for taking part. For example, if there are 100 days from now until the event and if you got £2 for each day, you will raise £200. Write out all the days on an A3 grid and ask each person to choose a day at the time of sponsoring you!
- Ask for a discount when you buy something and say the discount will be used as sponsorship. For example, a 10% discount on £10 = £1; a 5% discount on £50 = £2.50.
- This also works when selling something. Add an extra £1 or £2 and ask if the customer is happy to sponsor you in this way

There are lots of ways to raise money – cake sales; car washes; dress down days; Easter Egg raffle; bring n' share lunches; quiz nights etc. Be creative!



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Make a JustGiving Fundraising Page

It's the fastest, easiest, and cleverest way to raise money!

Make a page and share it online with your family and friends. Anyone can donate with a credit/debit card from anywhere in the world. JustGiving sends your donations straight to us and reclaims Gift Aid automatically on our behalf.

Make a page

1. Go to <http://www.justgiving.com/rcoav/raisemoney> and click 'Make your page'
2. If you have an account with JustGiving, enter your details and log in, otherwise create a new account
3. Choose 'An organized event'
4. Choose 'Rotary Club of Abingdon Vesper - Dragon Boat Day 2019' and click 'select'
5. Choose a web address for your fundraising page and click 'Make your page'
6. Go to your account and personalise your page with a message, image and target.

Important! Include the name of your team, company or organisation on your page

Share your page

The more you tell people about your page, the more donations you'll attract...

1. Email a link to your fundraising page to everyone in your address book. Ask them to forward it on to everyone they know.
2. Track your fundraising progress on your Facebook profile - use JustGiving's Facebook app: <http://apps.facebook.com/justgiving>.
3. Put a widget and buttons on your blog, website and social profiles. Find them by clicking 'promote this page' on the right of your fundraising page.
4. Keep emailing everyone to update them on your progress - remind them to donate if they haven't already and to send your page to their friends.
5. Let us know how your fundraising is going so we can share your news and good ideas with our other fundraisers.
6. Share your good ideas with JustGiving by emailing suggestions@justgiving.com

The friendly JustGiving helpdesk can answer any questions - just email help@justgiving.com