

The Fundraiser's Guide to Running

*How to smash your fundraising and your run
- whilst having fun!*



Welcome

And congratulations on signing up for your running event. Whether this is your first event or your fortieth, we are here to support you.

We are incredibly grateful to you for fundraising for us. All of the funds you raise during your challenge journey will go towards supporting your local Age UK and will help us create a world where older people flourish.

Running for Age UK is a great way to raise money for a charity that helps older people live independently and help another person know that they are not alone.

Age UK Lincoln & South Lincolnshire is a charity that relies on donations from people in Lincoln and South Lincolnshire over the age of 50. The demand for our services is increasing as more people feel lonely and isolated.



What We Do



We provide personalised care services for anyone aged 50 and above. Our services are created to combat isolation and loneliness for the ageing population of Lincoln & South Lincolnshire.

At Park Street in Lincoln, we offer activities such as Line Dancing, Yoga and Tai Chi that bring people together for their wellbeing, physical health and sense of community.

The Park Street Eatery is also the beating heart of social activities in Lincoln, providing delicious meals, snacks, tea and coffee for our visitors. Open Monday-Friday it is always worth a visit to discover our menus and meet the people your fundraising is supporting.

In Boston and South Holland, we run a program of 'Building Connections' where we bring people together in the area with activities, friendship groups and signposting to crucial services such as a Personal Care, Information & Advice, and much more.

Getting Started

Did you notice when you registered to run, we asked for your fundraising goal and then it took you to a dashboard? Well observed... That's because we use a platform called Raisely. They're new and you may not have heard of them, but they are amazing, efficient and it allows you to manage your entry and your fundraising all in one place.

You can collect donations from your family and friends through Raisely, without having to use another online donation platform. The best thing that we're happy to share with you is that Raisely is a free donation system that we can use, meaning that donations go further than they ever have done before.



***'Fundraising is an
extreme sport.'***

Marc A. Pitman

Fundraise like a boss

Have you set up your fundraising page, your updating regularly and you've got a sponsor form, but you're not raising any money? Don't worry - it can happen. The key is to not give up.

Sometimes, hosting a fundraising event can be the perfect way of getting people together to support you. We've given you a few ideas to get you started:



Save the day on Friday by offering a bake sale in the office - life hack - if you're not a great baker, get some tasty treats from your local supermarket and ask for a donation.



Who doesn't love a sweepstake at work? If there's a major sporting event or a will they won't they on Love Island, why not get a group together for a sweepstake. The winner takes a portion of the entry fee and the rest is donated to a great cause.



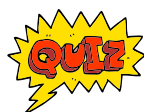
Mystery box ideas are a great way of collecting donations and decluttering. You can always purchase reasonably priced items from your local Age UK shop & doubly help Age UK Lincoln & South Lincolnshire raise funds.



Climb a milestone on your stairs. A challenge in itself, but people will love to rally around you as part of your training, as well as see you working towards your goal.



Roll a six and have a great time - gather your friends for a gaming night of your choice. You can add extra ways to fundraise with penalties, bingo words and forfeits.



Hosting a quiz is a classic and if you haven't got quiz fatigue after the pandemic, then it's the perfect way for you to gather your community to support you.



Thrifty fundraisers are using more and more online platforms to raise funds and selling clothes that can be loved by someone else can be a great way of building up towards your goal.

The above are just some ideas that we've been impressed by in the past and we encourage you to fundraise in ways that make you comfortable and excite you. If you feel stuck or could benefit from a chat from our team, please do not hesitate to call us on 03455 564144.

Handy things to know before your run

- Get to know the course before you run - research the course on YouTube or by visiting the organisers' website.
- Nutrition can be trial and error and this is best done well before a race.
- Check the course terrain - check for phrases like 'fast and flat', 'undulating (hilly)', road, trail etc.
- Expect the unexpected - funneling, slow starts and obstacles can put you off your run, but knowing to expect these things from other people's experiences can help you prepare in advance.
- Read the organisers' event information - this usually comes out 1-2 weeks before an event and it helps to answer a lot of questions you may have about your race.
- If you're running for fun keep it fun. It's easy to get pulled into the 'race' vibe, but if you're not chasing a PB don't keep looking at your watch - look after yourself on the course and smile for every camera.



Contact us

There is no question too daft for us as we love hearing from you. If you're stuck for what to wear on race day or you have forgotten your Raisely log in details we can help.



Call our office on 03455 564144
We're open Monday - Friday 9am-4pm



Email Fundraising@ageuklsl.org.uk



If you're in Lincoln City, why not pop in and say 'Hi':
36 Park Street, Lincoln, LN1 1UQ

If you have a running specific question and you'd like help from other fundraisers, then you can join our Facebook group '[Challenge Champions](#)'.

GOOD

LUCK

YOU!

THANK
YOU