



A Guide – To Fundraising for Future Hope

Dear friend of Future Hope

This short guide aims to set you on the right track for fund raising for Future Hope. It covers 2 topics; how to choose the right event and fundraising advice. If you need any more information, please contact us.

How to choose the right event for you!

The most important factor is to choose an event that excites and motivates you. This could be anything from a sponsored walk to driving the length of India in a tuk tuk! There are a few ideas below but this is by no means an exhaustive list and there are many other great events out there. Just click on a link if it interests you.



- [The rickshaw run](#). Fancy a 3,500km Pan-Indian adventure in a 7 horsepower glorified lawn mower?
- If you prefer wheels of a more sensible kind, there are lots of cycle rides to challenge you. Why not go from [London to Paris](#) in 24 hours?
- If you enjoy moving at a more sedate pace why not walk from Putney bridge to Henley with the [Thames Path challenge](#). There are 100km, 50km and 25km options.

- To celebrate the Indian festival of colour, Holi, this Spring why not take part in [the Color Run](#) and enjoy the fun and spectacle of being covered from head to toe in a rainbow of colours at each kilometer of a 5km run
- If you really want to push the boat out there is always [rowing across the Atlantic](#)



And for the runners amongst you here are some great challenges:

- City Marathons – most major cities have marathons or halves. Which city would you like to visit and see on foot? How about [Paris](#), [Rotterdam](#), [Stockholm](#) or [Madrid](#)?



- Marathon majors – follow in the footsteps of the elites and run the six marathon majors ([Tokyo](#), [Boston](#), [London](#), [Berlin](#), [Chicago](#), [New York](#)). A commitment to run all six (over a couple of years) would be huge pull for sponsorship
- Something a bit different – [Loch Ness](#), [Man v Horse](#), [Le Marathon du Medoc](#)
- Experience India – [Mumbai Marathon](#), [Kolkata Marathon](#), [Delhi Half](#), [Bangalore 10k](#)

How to boost your fundraising!

You have chosen your event and the preparation is exciting & requires focus, but don't forget the important task of fundraising. We have provided a few tips below. But if you would like any advice on fundraising, please feel free to contact us at info@futurehope.net and we will do our best to help you reach your target.

- Using an online platform such as Justgiving makes it easy for you to reach out to your network and for them to sponsor you
- People receive lots of sponsorship requests so make your pitch stand out!
- Consider linking the amount of sponsorship to an actual result
- Have a good story or connection with your event and charity. The more personal your connection/motivation the more engaging it will be for potential supporters
- Talk to your employer about the potential for matched funding
- Use social media on a regular basis – this is a good way to update sponsors on your challenge and your progress