

# do's & don'ts of fundraising

bicycles – freedom – power

citizenmovement



**DO** start early! Set up a personal campaign on the citizenMovement website as soon as you've been given a place on our event.

**DO** have a plan. Taking time to work out how much you want to raise (as well as how, where and when you'll do it) is key to your fundraising success!

**DO** spread the word about your fundraising through social media to let your friends and family know your plans.

**DO** get any necessary permission. Get in touch with your local council for information on licenses and permissions for street collections, door to door collections, selling alcohol and public entertainment. Also remember to keep any paperwork with you.

**DO** make use of our branded clothing or accessories. Wear our t-shirts, hats or cycling jerseys and make sure the logo is visible.

**DO** make sure any collecting buckets are sealed, and clearly display a citizenMovement sticker.

**DO** get stuff for free. You shouldn't have to spend much money in order to raise funds, tell people who you are raising money for and why and companies will be more likely to help you out with donations or a free venue.

**DO** visit our website to learn more about our programmes so you can promote the work we do.

**DO** make sure anyone helping you is over 16 years old.



**DO** enlist friends, family and colleagues. Chances are they'll all want to get involved – from helping you organise sponsored events to sharing a link to your personal campaign. Their support will widen your fundraising net.

**DO** share our videos. We have a whole bunch of very powerful and informative videos on our YouTube channel all ready to be shared with the world.

**DO** thank everyone. Try a personal touch by emailing private donators individually. For those who have donated online – thank them publicly on social media and add the link to your page to encourage others to donate.

**DO** give gentle reminders to people. We all have busy lives so don't be afraid to nudge those who haven't sent their promised sponsorship yet.

**DO** remind people how much your event has raised and where the funds are going.

**DO** give yourself a pat on the back. You're doing a great job.

# don't

**DON'T** wait to ask us questions. Stay in contact and let us know how things are going – we're here to help. Speak to our friendly team via [citizenmovement@citizenm.com](mailto:citizenmovement@citizenm.com).

**DON'T** leave it 'til the last minute. It takes time to get permission, to make preparations and to train for big challenges. The sooner you start thinking about your event, the sooner you can start telling people about it.

**DON'T** go it alone. Get friends and family to volunteer and help organise your activities.

**DON'T** shake that bucket! It's actually illegal.

**DON'T** be afraid to ask for money. Our fundraisers are always surprised by the amount of support they get and where it comes from. If you don't ask, you don't get.

**DON'T** bring animals with you on street collections.

**DON'T** do anything dangerous. If you think a fundraising idea might be risky, it's probably not worth doing. If in doubt, contact us.

**DON'T** smoke, take drugs or do anything you wouldn't normally do at work. While you are fundraising, you are also acting as an ambassador for citizenMovement.

# don't

**DON'T** get stressed! You can't spell fundraising without FUN. If it all gets too much – tell us, we're here to help.

**DON'T** forget to get enough rest the day before your challenge. You've done everything you can in the lead up to this moment. Make time to relax and eat plenty so you enjoy it.

**DON'T** forget to share your experience with us on social media. We can't always be there in person to cheer you on, but we can be part of your journey. Tag us **@citizenM** and use our hashtag **#citizenMovement**.

**DON'T** stop. When you finally hit your target – shout it from the rooftops, then keep going! Every penny you raise will make a huge difference, so challenge yourself to collect as much as you can.

# thank you

**for believing in the Power of Bicycles!**

Learn more at [citizenmovement.nl](https://citizenmovement.nl)

