

Fundraising Pack

Hospitality
Action



Monday 13th May

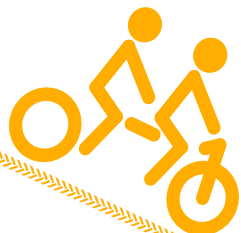
A triumphant return.

The wait is over! After five long years, our celebrated Cotswold Cycle Challenge is back, kindly hosted by Calcot & Spa. By registering to take part, you are one of our 125 like-minded cycling enthusiasts about to embark on a tour of the picturesque Cotswold countryside. **Thank you for making a difference.**

All cyclists will explore the unspoiled North Cotswold countryside for either **20, 40, 60 or 100 miles.**



Participants can expect luxurious feeding stations at some of the most spectacular venues in the region including Whatley Manor, The Castle at Castle Combe, and the Village Hall in Barnsley, all offering five-star sustenance to hungry participants. To round off the day there will be a congratulatory BBQ at the Calcot & Spa finish line and a toast to your success with a chilled glass of Taittinger, kindly donated by Hatch Mansfield.



Show your support for Hospitality Action by working up a sweat!

Why your fundraising is so important.

The Cotswold Cycle Challenge is a tried, tested, easy to participate in, and inclusive activity that serves to increase employee morale. By taking part you'll improve upon existing workplace relationships and enhance bonding outside of the workplace, strengthening communication channels and productivity. And most importantly, you'll be making a noticeable positive difference to your industry, supporting people in crisis. People like:

Ms A : “Having to deal with a diagnosis of aggressive cancer, then major surgery, and now chemo, have been hard enough, but the added fear of rent arrears and electricity bills has made things much harder. I can now pay off my arrears, keep up with my bills and put the focus on healing. Your work is invaluable, and it has made a huge difference to me! I really cannot say thank you enough.”

Ms B: “I have struggled financially and emotionally for 3 years living alone - and prior 5 of living in an abusive relationship. I was beginning to feel that after this year life has become increasingly pointless. This is a massive help and has positively impacted on my despair at waking every morning. Many thanks for all you have done.”

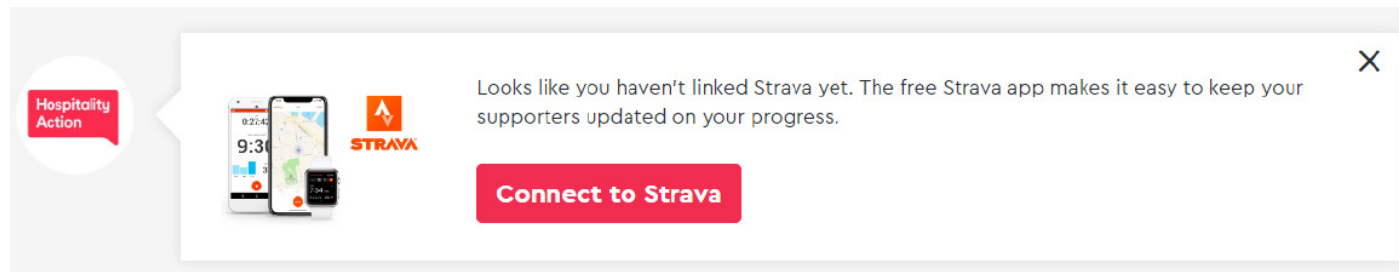


Setting up your fundraising page.

Your fundraising page is really important as it will help you tell the world about what you're undertaking. **We ask that all on and offline sponsorship money is raised by Monday 3rd June.**

Once you've registered you'll be able to edit your profile and add a photo, your sponsorship target of a minimum of £200 and a few lines about why you're taking part. **Research has found that fundraisers with pictures on their page raise 13% more.** A perfect excuse for a #selfie!

You can connect your Strava fitness app to your fundraising profile ahead of May 13th to monitor your miles. Strava is free and very easy to use and there is a big button on your fundraising page encouraging you to connect. Please note, connecting to Strava is optional.



Teams.

We actively encourage supporters to join or create their own fundraising team.

If you join a team your mileage and sponsorship money will be added to the overall challenge totals and you'll be able to compare your team to the others on the leader board.



Our top 5 fundraising tips.

To help reach your £200 fundraising target we encourage you to start your fundraising as soon as you've signed up!

1 Fundraisers who donate to their own page raise over 120% more on average.

Donating to your own page shows everyone just how committed you are to supporting Hospitality Action.

2 Give yourself a fundraising target -

By registering to take part you have kindly committed to raising a minimum of £200. Add your target to your fundraising page, research has found that pages with a target raise 17% more.



4 Update your page -

let your donors know how you're doing by updating your page often, share news of any training your undertaking so they can see all the hard work you're putting in. They'll enjoy following your progress and want to spur you on for every mile you endure.

5 Don't forget to say thank you -

20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.



Remember to post snaps from the day and your donation link across social media using **@hospaction** (Twitter) and **@hospitalityaction** (Instagram) and **#CotswoldCycle**, tagging your friends at the same time.



3 Share your fundraising page with friends, family and colleagues -

You can use your own personal URL and share over Whatsapp, over email or in your e-signature. Or simply click the social media icons under "share this page" to add your fundraising link to your Twitter and Facebook profiles.

How to fundraise at work.

We actively encourage workplace fundraising! To raise extra funds you could:

- Add our award-winning Invisible Chips to the menu
- Add an optional £1 to the bill
- Donate 50p from a well loved dish or cocktail
- Ask your employer if they offer 'Matched Giving' which will boost your fundraising as your place of work matches the money you've raised! Some companies offer this on a pound-for-pound basis, while others specify the amount they're prepared to give. Speak to your Finance or Senior Management Team to see if this is something your workplace can do!

We're happy to chat through any of these suggestions and make sure you have everything to hand to make your fundraising as successful as possible.

**...you can tally these funds by highlighting them as offline donations on your fundraising page...
Every penny counts!**



Pasta Supper Party.

No cycling challenge would be complete without a mighty Pasta Supper Party, and ours is no different. Join us at Calcot & Spa on the evening of Sunday 12th May as we 'carb up' and get to know each other.

The menu will consist of three courses; a sharing platter, pasta dish and dessert at £35 per person, excluding beverages. All proceeds will be donated to Hospitality Action.

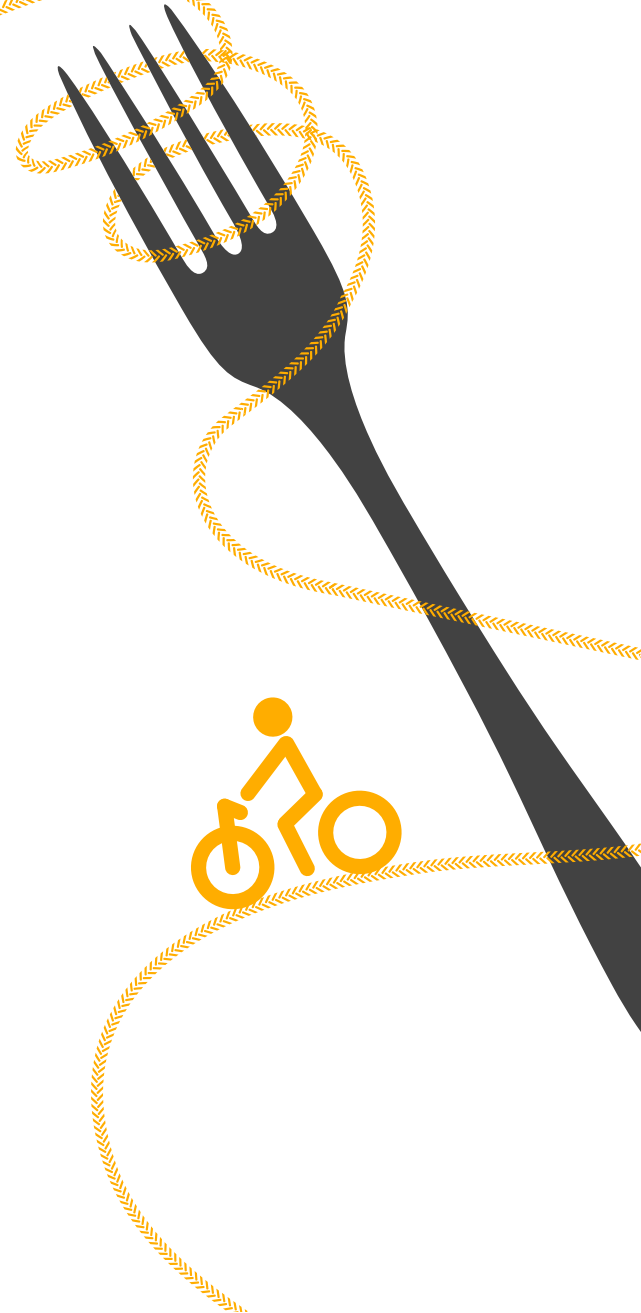
The Pasta Supper is a great way to meet fellow cyclists but there are only 60 places available. **Please book ASAP and prior to Wednesday 1st May to avoid disappointment.**

Book here.

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Thank you for your support.

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With thanks to:

Andy Cook Cycling

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www.hospitalityaction.org.uk/cotswoldcyclechallenge

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