

BRISTOL RUN SERIES FUNDRAISING GUIDE



INSIDE

Top tips for
fundraising

WELCOME TO THE TEAM!

Congratulations on entering the Bristol Run Series.

Thank you for choosing to run in support of Healthy Minds – the funds you raise will be vital to supporting students facing mental health difficulties during their studies, and beyond.

We know that hitting your fundraising target can be as challenging as training for the run itself. This handbook will take you through the different stages of planning and promoting your fundraising to help you reach your chosen target with ease.

How the Bristol fundraising team can support you.

You will have access to experienced fundraisers who will be happy to support you in reaching your fundraising target.

When training, community is important so you'll gain access to our Run Series Facebook group where you can share fundraising and training advice with other participants. Good luck!

What's in this guide?

- Information about Healthy Minds
- How Bristol will support you
- Fundraising advice
- Useful contacts



The graphic features the Bristol Run Series logo (three slanted bars in teal, light blue, and dark blue) and the text "Bristol Run Series. Pathways." at the top. Below this is a collage of three photos of runners in red "WEAREBRISTOL" t-shirts. A circular badge in the top right of the photos says "RUN VIRTUALLY OR IN-PERSON". At the bottom, there are three red trapezoidal boxes with white text, each corresponding to a column of race distances. The first box says "Let's get started." and lists 2.5 K, 5 K, and 10 K. The second box says "Keep me moving." and lists 5 K, 10 K, and Half Marathon. The third box says "Time to dare." and lists 10 K, Half Marathon, and Full Marathon.

Let's get started.	Keep me moving.	Time to dare.
▶ 2.5 K	▶ 5 K	▶ 10 K
▶ 5 K	▶ 10 K	▶ Half Marathon
▶ 10 K	▶ Half Marathon	▶ Full Marathon

YOU'RE SUPPORTING HEALTHY MINDS

By running for Healthy Minds, you're helping support students experiencing mental health difficulties.

The Health Minds programme helps students who are experiencing mental health difficulties by providing a bespoke physical activity plan and access to sports facilities. Students are paired with a mentor – a member of the University fitness team with advanced mental health training – who coaches them throughout their time on the programme.

Based at the Indoor Sports Centre in the middle of campus, Healthy Minds supports students to take positive steps to improve the way they feel through a varied and socially engaging programme of physical activity.

Over a 12-week period, participants work with a mentor in the health and fitness team who facilitates and supports an activity plan. This includes:

- three one-to-one sessions
- continuous contact and check-in points
- social prescription opportunities, which include small group workshops designed to facilitate and foster social inclusiveness and relatedness through enabling peer-to-peer support.

Thanks to the generosity of Bristol's donor community, access to the programme is completely free. The funds you raise this year will mean that the University will be able to continue to offer and expand the programme.

The impact of the programme

529

students have been referred to the Healthy Minds programme since 2018.

78%

of participants scored average to high mental health upon completion of the programme.

100%

of participants with quantifiable data recorded a score increase in their mental wellbeing when participating in Healthy Minds.



SETTING UP YOUR FUNDRAISING PAGE

Starting your fundraising early and creating an interesting fundraising page with your story is key to success.

First steps

1. Go to <https://crowdfunding.bristol.ac.uk/p/Bristol-Run-Series/>
2. Duplicate the project by clicking on the purple bar above the project title, then click "Clone" on the new page.
3. Personalise your page by adding your name to the project title, including what Bristol Run pathway you have chosen in the project description. You also have the option to add any other personal reasons on why you are raising money for Healthy Minds.
4. Once the project has been moderated and is live, start asking your networks for support.

Use your fundraising page to:

- Post updates on your fundraising and training
- Make your pitch to potential supporters by explaining the importance of Healthy Minds
- Tell your own personal story.

Getting organised

Reaching your goal will be much easier if you start your planning and fundraising early and aim to raise this in staggered amounts.

You should consider running small events, as well as reaching out to wider connections who may be interested in supporting you on your running journey. Make a fundraising plan; schedule what events you will hold and the asks that you will make so they fit around your schedule.

Offline donations

Funds raised through events and activities will be made offline. To make sure these gifts are counted in your total raised, pay these donations into your own bank account and then make an online donation via your fundraising page. Make sure you don't tick the Gift Aid box. Gift Aid can't be made on behalf of someone else.

What to expect when fundraising

Donations come in peaks and troughs



The important thing is you keep motivated and make a plan to keep momentum in your fundraising.

It's a team effort




You'll share an overarching fundraising page with others in the series who are fundraising for Healthy Minds and you can support each other through the Run Series Facebook group.

Keep asking



Lots of people will have every intention to support you but need reminding, so don't be afraid to follow up with them.

ASKING FOR SUPPORT



Before you start fundraising, take a moment to think about who you will approach for support.

Who can you ask?

Friends and family

These groups are usually best reached via personal message or in person and will often be some of the first people to donate – if they do, make sure you show them the love they deserve!

Colleagues, distant relatives and acquaintances

Reach this group through your own social media pages and groups. Make sure you emphasise the impact that supporting Healthy Minds will have.

New connections

These groups and individuals are best reached via your social media posts and through your friends and family sharing these posts to their network. They will support you because of their passion for supporting student mental health.

How to ask for donations?

Once you have mapped out who you could approach, consider the ways you can reach them:

- Email
- Face-to-face
- Social media
- Phone/video call
- Hosting events
- Posters

Fundraising events

The events you choose to hold are entirely up to you, but below are a few ideas to get you started:

- Pub quiz
- Raffles/silent auction
- Bake sale
- Coffee morning
- Craft evening
- Bake off competition
- Sports match
- Clothes swap
- Start a sweepstake

Planning your events

Arrange a venue

Contact local businesses and consider what connections you have already that could provide a venue. Could it be held in one of the University rooms? Events could also take place online too.

Organise any resources that your event requires

Do you need prizes, catering, technology to run your event, volunteers to help or any specialist skills?

Consider who you will advertise the event to

Would your family and friends be interested in attending? Perhaps you could invite your peers or colleagues?

Promote your event

Use email, group chats and social media to promote your upcoming event and sell tickets if required. Ask your connections to forward invitations too.

Promote Healthy Minds

Take a few moments at the start of the event to let everyone know why you are running, explain the importance of Healthy Minds and direct everyone to your fundraising page.

FUNDRAISING TIPS AND PLANNING

The best fundraising is personal and tells a great story.

Tips when creating your fundraising page:

- Add a face to your fundraising by using images of yourself as your cover and profile photo.
- Include a one sentence summary, announcing how excited you are to be running as part of the Bristol Run Series for the University of Bristol's Healthy Minds programme and student mental health.
- Put together your story. If you want to add any personal notes to the fundraising page, explain how important Healthy Minds is, why you have chosen to support the programme and what this challenge means to you.

Create a group chat



Do you have group chats you could send updates to? If not, collate a list of friends, colleagues and peers who you can send regular updates to. Make sure you always include a link to your fundraising page.

Tell your story



Why does the Healthy Minds programme and student mental health mean so much to you? The more you can show you care, the more likely it is that someone will support you.

Break down your overall fundraising goal into smaller ones

This will make it seem more achievable. For example, set your followers a challenge to raise £100 in the next 48 hours, and if you're successful, pledge to do something entertaining to really encourage them to give.

Ask people in person wherever possible

Whether that's in person or on a video call, this will allow you to get your passion across and add a personal touch.

Always say thank you

THANKS!

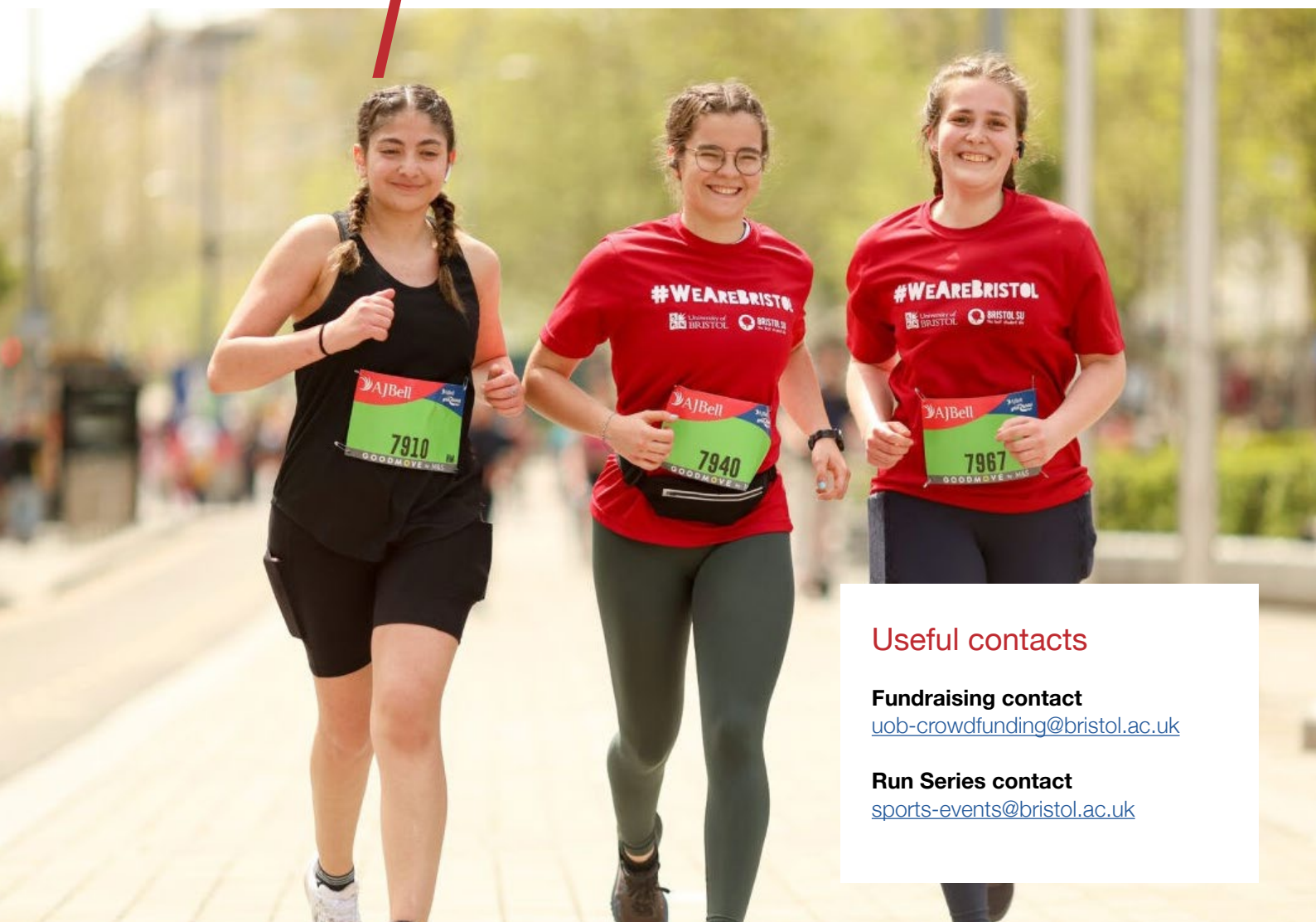
Make sure you follow up with a personal message to anyone who does donate.

Use photos and videos



Stand out online and get creative by using photos and videos to post updates to your fundraising page and social media.

GOOD LUCK!



Useful contacts

Fundraising contact

uob-crowdfunding@bristol.ac.uk

Run Series contact





sports-events@bristol.ac.uk

Global Engagement Division
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