

# RED BALLOON RIDE 2023

## PARTICIPANT PACK



**ONE GOAL**  
**ONE GREAT CAUSE**  
**A WHOLE LOT OF FUN**





# Simple steps to get your Red Balloon Ride on the road

## First... a huge thank you!

Thank you so much for taking part in Red Balloon Ride 2023. We're delighted to have your support.

Getting sponsorship can feel a bit daunting if you've not done it before, so we've created this step-by-step guide for you.

## Step 1: Set up an online sponsorship page

Getting sponsorship doesn't have to be awkward! One of the easiest ways to ask your friends, family and colleagues to sponsor you is through an online JustGiving fundraising page. The site does all the hard work for you, sending the donations to us and automatically claiming gift aid on eligible donations - that's an extra 25% at no extra cost to you or your supporters. It's super efficient!

Setting up a JustGiving page that links through to the Red Balloon Ride is easy:

- 1** Go to [justgiving.com](https://www.justgiving.com) and follow the instructions to set up an account (if you don't have one already)
- 2** Visit our Red Balloon Ride page: <https://www.justgiving.com/campaign/RedBalloonRide2023>
- 3** Click the 'Start Fundraising' button, select 'Fitness at home' from the options, and then your fundraising page connects directly with ours!

By linking to our JustGiving pages you can show that you're part of the Red Balloon team, cycling for a common goal. You can also share your progress, and see how other Red Balloon Riders are getting on. It's that easy!

Want to join with colleagues, family or friends and enter as a team for your Red Balloon Ride? You can do that on JustGiving too! One of you needs to be the Team Lead and set up a team page from your own fundraising page. JustGiving then gives you the option to invite others to join your team. [JustGiving gives you step-by-step instructions of what to do here.](#)

## Tips on setting up a brilliant JustGiving page

People are much more likely to donate if your fundraising page is personalised, so upload photos and tell people what you're doing and why.

Let them know when you reach key milestones in your challenge. Inspire donors by talking about Red Balloon, our work, and how their donations make all the difference. We've included some sample posts in the back of this pack which you can crib from :)

## Your first donation is important

Getting a good first donation is really important, as people often decide how much to sponsor you based on the last

donation made. Ask a family member or one of your more generous friends to be first and get the ball rolling.

### Keep it up to date

The more you keep everyone up to date with your training and preparations, the more likely they are to sponsor you.

You can [link your Strava fitness app records directly to your JustGiving page](#), so your supporters can see your progress. Strava is free, so why not give it a go?

### Prefer to go paper?

If you'd rather use a paper sponsorship form, then contact our Fundraising Team at [fmc@rbet.ac](mailto:fmc@rbet.ac) and we'll email you one. Keep good hold of it, as you'll need to use it after your event to contact your friends and family and collect the money they have pledged to donate.

There are two ways you can send in your money once you've collected it:

1) Directly into our CAF bank account:  
Red Balloon Educational Trust CAF Gold Account  
40-52-40  
00094644  
(This has the added bonus of being processing fee free, so more can go towards helping our students!)

2) Online via [redballoonlearner.org/donate](https://redballoonlearner.org/donate)

Either way - please drop us an email ([fmc@rbet.ac](mailto:fmc@rbet.ac)) so we know to allocate it to you and your Red Balloon Ride.



## Step 2: Telling everyone about it

You need to tell everyone about your Red Balloon Ride so they can sponsor you!

You can email your friends and family, linking them through to your JustGiving page. There's some draft text on page 3 which you can crib from if you wish.

Social media is perfect for fundraising. Do a series of posts giving your followers updates on your progress. Tag your fellow riders! Tag Red Balloon too and we'll repost to raise the profile of your amazing achievements.

Our handles are:

- Twitter: RedBalloonEdu
- Facebook: RedBalloonEducation
- Instagram: RedBalloonEducation
- LinkedIn: Red Balloon Educational Trust

Sweet talk to your company's social media managers and see if they'll post news of the Red Balloon Ride.

Use your company's internal communication tools. Do you have any internal Facebook groups or online bulletin boards? If you have an online 'Town Hall' ask the coordinator to plug your Red Balloon Ride.

### Stay in touch with us

Join our online Red Balloon Ride community via our dedicated [Facebook group](#). Simply search for Red Balloon Ride 2023. We'll keep you motivated with hints, inspiration, tips and tricks for your challenge, and you can share your ideas with fellow riders!



### Step 3 - After your challenge

The challenge is over? That doesn't mean you have to stop collecting sponsorship! Chase up people you couldn't speak to before and show them some snaps of your struggle and achievement to score a donation.

Now you can bask in knowing that you've covered some serious distance while supporting a brilliant cause.

*Thank you!*

### Thank you!

A heartfelt thank you from everyone at Red Balloon. We appreciate the time, energy and stamina it takes to be a Red Balloon Rider! Most of all, we want to thank you for caring about our young people as much as we do.

Support like yours makes a world of difference; you help bullied and traumatised children get their lives and learning back on track, so they can go on to thrive and find their place in the world. Thank you for helping our young people succeed!

Finally, be safe, celebrate your milestones and enjoy your rides. You're inspirational!

### Text to crib from

When emailing your friends, family and colleagues to ask for sponsorship, you may like to write something like the following:

This May I'm joining the Red Balloon Ride! The Red Balloon Riders and I are aiming to collectively raise £5,000 in May. It sounds a bit nuts, but I truly believe in what Red Balloon is doing for young people with nowhere else to turn.

I don't know if you've heard of Red Balloon, but they support children who are too frightened to go to school because of bullying, mental health problems or trauma in their lives. Without Red Balloon, these children run the risk of dropping out of their education, missing their exams, becoming socially isolated at home, and failing to find their place in the adult world. Some even attempt suicide.

Red Balloon provides education, wellbeing and therapeutic support so children can rebuild their self-esteem and self-confidence, resume their studies, take exams, make friends and reconnect

with their communities. Most of all, they learn to trust again, be brave and plan for their futures.

I was particularly struck by Daniel's story on Red Balloon's website. He was so badly bullied and dealing with mental health problems that he missed a whole year of school and developed severe anxiety and post-traumatic stress disorder. Following a period in hospital when Daniel was very unwell, he finally found Red Balloon. They helped him recover, take exams and he's now studying pharmacology and opening his own business! Please do check out his story here: <https://www.redballoonlearner.org/stories/>

There are apparently 16,000 children missing from school because of bullying. They need our care and kindness. So would you consider sponsoring me?

I've got a JustGiving page: XXXXX through which you can show your support. And your generosity will go some way to keeping me motivated over the whole month!!

Thank you so much.