



THE
OUTWARD
BOUND TRUST

TEAM OUTWARD BOUND

FUNDRAISING GUIDE



Raise money. Inspire young people. Change lives.

Hello...

Welcome to Team Outward Bound!

At Outward Bound we never let financial restrictions stand in the way of participation. Your fundraising will enable disadvantaged young people from across the UK to attend a life-changing experience at one of our outdoor centres.

Through our residential courses, we equip young people with a stronger sense of self-belief, the ability to cope better with stressful situations and to interact more positively with others. We develop the attitudes, skills and behaviours young people need to succeed in life.

We know getting started with your fundraising can be nerve-racking, and that the target may seem a little daunting. At Outward Bound, we believe everyone is capable of achieving more than they think possible, and we are here to support you every step of the way to smash your fundraising goal!

This guide will be a handy starting point – it's full of advice, from fundraising ideas to how to breakdown your fundraising target and spread the word about your marathon challenge.

We hope you find this guide useful, but should you need anything at all, please do let us know. We are here to support you throughout this epic challenge.

Thank you so much for supporting Outward Bound and giving more young people the chance to experience the power of adventure in the wild.

Good luck with your fundraising.

The Outward Bound Events Team



We're so grateful you have signed up to support The Outward Bound Trust. The funds you raise will enable more young people to experience the wild and discover what they are really capable of.

Thank you.

CREATE YOUR ONLINE FUNDRAISING PAGE

Follow these top tips to create the best page and help you raise the most.

PERSONALISE YOUR PAGE

Kickstart your fundraising by personalising your page so that supporters feel connected to your story.

BRANDED CHARITY PROFILES RAISE 14% MORE ON AVERAGE

Add a cover photo image. We have 3 images to choose from. Available to download from our [fundraising resources page here](#)

Update on progress. Fundraisers who post an update across their social media have an average of 73% more donors than those who don't

Fundraisers with a profile picture raise 26.2% more on average than those who don't



Donate to self. Fundraisers who self-donate raise 81% more on average

MAKE YOUR PAGE HEART FELT...

Fundraisers with an updated personal story raise an average of 93% more so share your story about why you are supporting #Teamoutwardbound



Shared pages raise on average 440% more. It doesn't have to be a direct ask, it could be a training update post with your fundraising page link attached

SAYING THANK YOU
Fundraisers who said thank you on their page had 59% more donors on average

OUR SOCIAL MEDIA TOP TIPS

Social media is a really effective tool that you can use to bring your supporters along on your training journey and help you hit your fundraising goal. Here's how:

 Share
SHARE SHARE SHARE
Remember to add your fundraising page URL in the description of your Strava posts

1. UPDATE YOUR SOCIAL MEDIA BIO

Make it easy for your followers to find your online donation page by adding the link to your Instagram, X or TikTok bio.



2. SHARE REGULAR UPDATES

If you head out for a run, reach a training milestone, or hit a percentage of your fundraising target, share the moment with your supporters. When they see you actively training or hitting milestones, it shows commitment and people are more likely to donate when they believe the effort is real and ongoing.

STRAVA

3. USE A CLEAR CALL-TO-ACTION

Don't be afraid of being direct! Make sure your followers know how they can support you.



4. USE HASHTAGS

Tag **#TeamOutwardBound** and **@outwardbounduk** in your posts and we can help to share your story!

#TeamOutwardBound

5. ASK OTHER PEOPLE TO PROMOTE YOUR FUNDRAISER

This is a great way to increase your reach if you have friends or family who are willing to share your story, or if there are other people in the same company or industry, who might want to share it with their networks as well.



6. VIRTUAL BIRTHDAY

If you have a birthday coming up, share the link to your fundraising page and suggest your followers make a donation instead of buying a gift for your special day.





TELL YOUR STORY

Let your sponsors know why
Outward Bound is important
to you

Use this summary to explain who we are and what our cause is:

The Outward Bound Trust is a UK-based educational charity that helps young people develop essential life skills through outdoor adventure. Their mission is to inspire young people to defy limitations through learning and adventure in the wild and understand that: Anything is possible.

WHERE YOUR MONEY IS GOING

The Outward Bound Trust takes more than 25,000 young people each year, many from deprived areas, to climb mountains, sleep under the stars and brave the elements in the wild places of the UK.

They discover how to manage risk and reward, to build resilience and confidence, and connect with nature. They learn to believe in themselves and they have fun. Never has the development of these skills been more important.



THE FACTS ARE WORRYING

- OVER UK** Courses take place across England, Scotland, and Wales, offering adventurous, life-changing programmes in wild outdoor settings.
- £3M** Outward Bound raises approximately £3 million annually to support bursaries—helping 80% of participants access courses.
- 16K** Over 16,000 disadvantaged young people from around 400 schools, colleges, and youth groups to take part in outdoor learning adventures each year.
- 92%** of UK participants reported improved mood after attending outdoor programmes post-pandemic.
- 18%** said their motivation increased, and they felt more confident in overcoming future challenges.
- 58%** felt more confident meeting and working with new people; 72% reported strengthened relationships.
- 75%** of primary pupils were more independent and willing to tackle difficult tasks; according to teachers.

WHAT YOUR SUPPORT MAKES POSSIBLE

£15 could pay for an hour of rock climbing to build a young person's resilience

£25 could pay for a week of nutritious, home cooked evening meals to fuel a young person's adventures

£55 could provide one young person with accommodation at an Outward Bound centre for a weekend

£100 could help pay for a highly qualified instructor to lead an expedition for a day

£250 could buy 6 camping stoves, enabling over 1,800 young people to cook and eat dinner in the great outdoors this year

£600

Could fully fund a week long course for a disadvantaged young person

1. Baines 42402 BreaktimeSurvey - Main public report (May19)-Final.pdf
2. Getting young people 'work ready' | CBI
3. New research from The Prince's Trust reveals almost half of young people in the UK feel anxious about their future on a daily basis | News and views | About The Trust | The Prince's Trust (princes-trust.org.uk)
4. Beyond Z: The Real Truth About British Youth - Speech by Alex Mahon, Chief Executive, Channel 4 | Channel 4
5. The Kids Aren't Alright: The 4 Factors Driving A Dangerous Detachment From Democracy - Report - Onward (ukonward.com)

FUNDRAISING TARGETS



Monthly Breakdown and Fundraising Strategies (London Marathon as a case study)

FUNDRAISING TARGET: £2,500



MONTH 1

TARGET: £150



- Set up your Enthuse fundraising page: Add a profile photo and a personal story about why you're running and why The Outward Bound Trust matters to you.
- Announce your challenge to family and friends across your social media platforms to build early awareness.
- Add your fundraising page link to your bio and include it in posts or stories, making it quick and easy for supporters to donate.
- Send personalised messages to close contacts to seed early donations.

MONTH 3

TARGET: £500



- Start engaging with your work colleagues to spread awareness. Put up a printed poster at work explaining your goal, with a QR code for easy donations.
- Add your fundraising link to your email signature to reach your wider work network. Each email you send is an opportunity for colleagues, clients, and contacts to see your cause and donate easily.
- Place collection tins in the local places you visit to encourage offline giving- every coin counts and it all adds up!

MONTH 2

TARGET: £350



- Share your first month training progress across your social media, using scenic photos from your runs to build engagement and help supporters feel part of your journey.
- Integrate your Strava app with your Enthuse page to get your Strava activities automatically posted to your page, this way your training progress remains visible for your supporters.
- Small, regular updates keep your cause visible without overwhelming people.

MONTH 4:

TARGET: £750



- Start planning a fundraising event to engage your supporters in a more interactive way. Reach out to local businesses, friends, or family to donate prizes which you can use in raffles, auctions, or competitions to raise more money. If you need inspiration, check out our A-Z fundraising ideas below.
- Around this time, you'll receive your Outward Bound running vest or T-shirt, so turn it into a fundraising tool! Personalise it with your name, add a QR code and wear it on your runs so that anyone you meet while training can donate instantly.

FUNDRAISING TARGETS



MONTH 5 TARGET: £1,000



- Use a Christmas themed event to fundraise in the run up to the festive season and tap into the spirit of giving.
- Run a “12 Days of Giving” campaign on social media, making one small ask per day- for example, £5 to sponsor a mile.
- Take on a festive challenge, such as running a mile a day until Christmas, a Santa hat run, or a reindeer antlers run, and share updates online. You could even run in a full Santa costume for extra fun and engagement.
- Encourage family and friends to donate to instead of giving Christmas gifts.

MONTH 6 TARGET: £1,250



- Promote “New Year, Give Back” theme with donation asks. Focus on fresh goals, new beginnings, and the impact their support can make, helping people feel good about giving at the start of the year.
- Run a dry January sponsorship or fitness challenge.
- Now is a good time to re-engage past donors or people who haven’t responded yet.

MONTH 7 TARGET: £1,500



- As race day approaches, excitement around the Marathon will grow, so make the most of this momentum to boost your fundraising.
- This is also a good time to encourage people who’ve already donated to share your page with their networks.

MONTH 8 TARGET: £2,000



- Share “1 month to go” content across social media. Remind followers why you’re doing this and what their donations will achieve.
- Check whether your employer offers matched funding; this is a perfect opportunity to double donations as you should be close to your target.
- Encourage “good luck” donations, many supporters will give at this stage to show support just before race day.

MONTH 9 TARGET: £2,500



- The week of the marathon is often when fundraising peaks, so let supporters know it’s their last chance to donate before the big day.
- After the marathon, don’t forget to follow up! Many people donate once the challenge is complete as a way of saying well done.
- Share your result, photos, and reflections, thank everyone for their support, and keep your page visible to capture those final congratulatory donations.



A-Z

FUNDRAISING IDEAS



A AUCTION: Host a live or silent auction - either in person or online. Ask local businesses or friends to donate goods, services, or experiences. (We can provide a letter of authority).

B BAKE SALE:



Sell baked goods at your workplace to engage colleagues and spread awareness. Choose a popular day and use a printed sign explaining your goal and QR code to donate.

C COLLECTION TINS: Place these at your workplace or in local shops and cafes - spare coins quickly add up. If friends or family run businesses, ask if they'd be happy to display a tin as well. We can provide collection tins to help you get started.

D DINNER PARTIES: Turn your dinner party into a fundraising event by asking guests to donate what they'd normally spend on a meal out. Add simple fundraising touches such as QR code on menus, small games or quizzes with a buy-in, or a raffle or auction for a dessert.

E EMAIL LINK: Add your fundraising page link along with a brief, friendly message to the email signature of all your outgoing emails. This simple addition can encourage spontaneous donations from your network.

F FIFTY/FIFTY RAFFLE: A simple and fun idea: sell tickets (e.g., £10 each), draw a winner, and split the pot - 50% to the winner, 50% to your fundraising cause.

G GAME NIGHT



Host a game night with an entry fee and prizes. Ask everyone to bring their favourite game.

H HOBBIES: Use your hobbies and interests to get creative. If you're in a club, choir, or sports group, use that community to help spread the word or host an event.

I INTERNATIONAL DAY: Invite friends and family to bring dishes representing different cultures and host a global food night. Encourage people to dress in traditional attire for added fun and flair.

J JUST GIVING: If you don't already have one, set up a personalised fundraising page on JustGiving and share it widely. Include your story, goal, photos, and regular updates - it helps people feel connected to your journey and is an easy way for them to donate.

K KARAOKE NIGHT: Host a karaoke event at home or a local venue. People can donate to attend or even pay extra to nominate someone to sing a funny or embarrassing song. Great for a night of laughs and generous giving!

L LUNCHTIME FUNDRAISER:
Hold a lunchtime fundraising event at work - a short quiz, bake sale, or sandwich bar. Give people something to look forward to during the day.
TIP: DO THIS DURING A PAYDAY WEEK!

A-Z

FUNDRAISING IDEAS



M MATCH FUNDING: Ask your employer if they offer a match funding scheme. Many companies will match what you raise, doubling your total! It's an easy way to increase your impact with no extra effort.

N NATIONAL DAY: Tie your fundraiser to a fun national day (like National Ice Cream Day or Doughnut Day) and host themed events.

O OFFER YOUR TIME: Put your skills to work - offer babysitting, dog-walking, gardening, car washing, or helping with admin tasks. You'll be surprised how many people are willing to pay to avoid simple chores.

P POSTERS: Display an eye-catching poster in your workplace, gym, or community centre. Include your story and a QR code linking to your fundraising page. We have templates you can use in our fundraising resources.

Q QUIZ NIGHT: A tried and tested winner! A classic pub quiz at a local venue, with entry fees and a prize for the winner. We have a ready-made set of questions we can give you, if you need inspiration.

R RAFFLE DRAW



Ask businesses, friends, or family to donate prizes - anything from free services to hampers or vouchers. Sell raffle tickets and draw a winner.

S SPONSOR A MILE: Whether you're walking, running, cycling or swimming, invite people to sponsor individual miles of your challenge.

T TAKE ON ANOTHER CHALLENGE: Sign up for a physical or creative challenge - like climbing a mountain, No-Shave November or running every day.

U UNWANTED ITEMS: Ask your network to donate their unwanted (but nice!) clothes, books, homeware or accessories. Hold a garage sale, car boot, or online sale to turn clutter into cash for your cause.

V VINTED SALE: Sell those unwanted clothes or items on Vinted. It's free, easy to use, and you can mention that proceeds are going to charity in your item descriptions to encourage buyers.

W WORKSHOPS: If you have a skill - crafting, photography, cooking, dance etc, then consider running a workshop for others. People love to learn, especially when it's for a good cause.

X XMAS PARTY: Host a festive party with games, food, karaoke or secret Santa. It's the perfect time to bring people together and raise money in the spirit of giving.

Y YOU SMARTIE



Did you know a 130g Smarties tube can hold up to 83 £2 coins - that's £166! Give colleagues a tube of Smarties (they keep the chocolate!) and challenge them to return it full.

Z ZUMBA CLASS: Partner with a local Zumba instructor or gym and host a charity Zumba class. If Zumba isn't your thing, you can substitute with any dance, yoga or fitness session.

BRANDING *YOUR EVENT*

To make your event branded and show that you are fundraising as part of Team Outward Bound, we can support you by providing the following:

Posters, letters of authority, QR codes, T-shirts/ vests, balloons, banners, collection tins

If you're creating your own event materials, let us know and we can send you an up-to-date logo.

Get in touch and let us know how we can support you.
Email: fundraising@outwardbound.org.uk

FUNDRAISING RESOURCES

Includes:

- Training plans
- Sponsorship forms
- Social media support

SHARE YOUR STORIES ON SOCIAL

The more publicity you get, the more donations you will receive.



DON'T FORGET
TO TAG...

#TeamOutwardBound
We unite through a common goal.
To enable more young people
to believe in themselves

GO
THIS
#MoreThanYouThink!



TRANSFERRING THE *MONEY RAISED*

If you've collected donations from supporters and would like to send the money to us, there are several ways to do so.

Cheques

Cheques should be made payable to The Outward Bound Trust. Please send any cheques to:

The Outward Bound Trust
Hackthorpe Hall, Hackthorpe
Penrith, Cumbria, CA10 2HX

Cash

We ask that where possible you do not send cash in the post, unless you are using recorded delivery. You can always keep the cash yourself, and then do your own bank transfer or cheque, which is much safer.

Donate to us directly via our website
www.outwardbound.org.uk/donate/

You can make a bank transfer to the following account. Ensure you include your name and what you're fundraising for in the payment reference - for example, 'NAME-LM26':

The Outward Bound Trust
Barclays Bank
53982882
20-73-63
IBAN - GB47 BARC 2073 6353 982882
SWIFTBIC - BARCGB22



GIFT AID

Gift Aid allows us to claim back an extra £1 for every £4 donated from HMRC (providing the donor is eligible) at no cost to you!

To ensure we receive this extra 25%, we need to have a donor's Gift Aid status declaration. Most online giving platforms will include this automatically, but for events with cash, the form to collect a person's status is included in your fundraising pack.



THANK YOU

Thank you for supporting The Outward Bound Trust through your fundraising.

Your dedication helps us reach more young people and unlock their potential. Fundraising can be just as much of a challenge as the miles you're training for - but we're here to help!

We hope that inside this pack, you can use the practical advice and some inspiration from past fundraisers to help you hit (and maybe even exceed) your target.



**THE
OUTWARD
BOUND TRUST**