

BRITAIN'S BRAVEST MILITARY CHALLENGE



YOUR FUNDRAISING GUIDE



By taking part in Britain's Bravest Military Challenge you will help veterans and their families in their time of need and support them to live the most independent life possible. Since 1919, Royal British Legion Industries have provided crucial accommodation, welfare and employment support to injured veterans, their families and people with both disabilities and mental health problems

Right now for every person we can help, there's many more that we can't. That's why we need people like you; with more funding, we can support more of the most vulnerable people and help them to find their purpose again.



SUPPORT SCOTLAND

RBLI's latest social enterprise Scotland's Bravest Manufacturing Company offers employment and volunteering roles, as well as training, manufacturing, fulfilment and printing disciplines to veterans and those with disabilities who have found themselves in a period of long-term unemployment.

Scotland's Bravest Manufacturing Company produces road and rail signs, print and mail, fulfilment and bespoke engineering services to the private and public sector.

YOUR FUNDRAISING PAGE



1. SET UP YOUR JUSTGIVING PAGE

Our biggest tip is to set up an online sponsorship page as soon as possible by visiting [justgiving.com/rbli](https://www.justgiving.com/rbli) it'll only take a few minutes. Select Britain's Bravest Military Challenge. Be sure to personalise your page with photos and say why you're supporting us as those who do usually raise 10% more than pages without photos.

3. YOUR SPONSORSHIP FORM

There's a more traditional way if you or some of your supporters aren't online. Take your sponsorship form to work, and round to friends and family. Make sure people fill out the form with their details, including ticking the Gift Aid box. Try to collect the cash as you as you go along, so you're not chasing people for sponsorship after the event.

2. SPREAD THE WORD

Once your page is set up, spread the word on social media and email friends, family and colleagues. Ask for permission from your employer, add your JustGiving link to your email signature. Money raised on your donation page automatically transfers to RBLI, there's nothing more you need to do.

TOP TIPS

1. Pages with targets receive an average 40% more than those without. Remember to set your target.
2. Ask for sponsorship after payday when everyone is feeling a little more generous!
3. Aim to raise 90% of your fundraising target before the event to make sure you reach it.



REACHING THAT TARGET

SHARE YOUR STORY

If you have a personal connection to the charity and you feel comfortable sharing it then do, it can help your friends to understand why you're raising money. You could also share stories of your training and how you're feeling ahead of the challenge. Your friends will feel more involved and you'll see lots of donations coming your way.

GIFT AID

Gift Aid is great as it means we can claim 25p on every £1 donation at no extra cost to you or your supporters. Online pages enable your supporters to automatically Gift Aid their donation or people can simply tick the Gift Aid box on your sponsorship form, you must send the form to us so that we can claim it.

SAY THANK YOU

Saying thank you is super important and there is plenty of ways you can say thank you to your supporters. Let people know how your fundraising went, just what their support has meant to you and what a difference it will make to your charity

PLAN HOW YOU'LL REACH YOUR TARGET

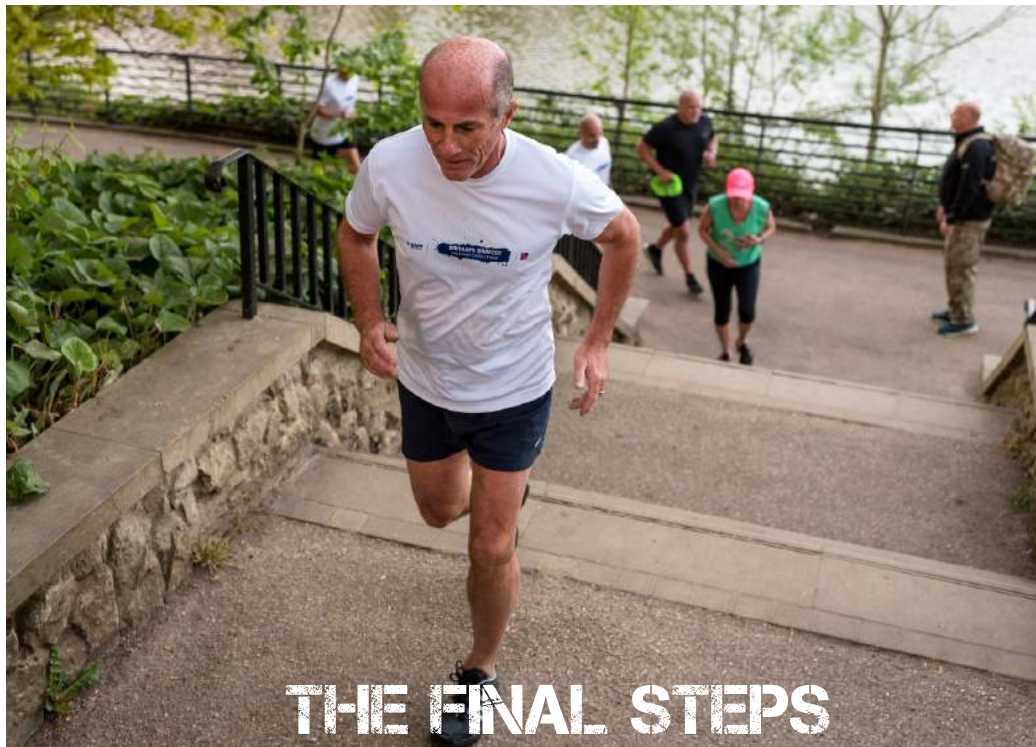
Break down your fundraising into bite size chunks. Plan an activity such as a bake sale, sweepstake or superstore collection alongside your fundraising page to ensure you reach your target. You don't need to rely on just asking friends & family to sponsor you, organising activities is part of the fun of the challenge.

GET TO KNOW US

People like to know where their money is going, so the more you can learn about our projects the better! We can send you leaflets, we can talk you through what we do but we'd also love to show you around the village or our Scotland's Bravest Manufacturing Company.

PROMOTE YOUR JUSTGIVING PAGE

Remember, people have busy lives so if they don't sponsor you first time round, ask again. They probably intend to – and if that person doesn't, the next person will. Some people like to wait until you have completed your challenge, so remember to promote your link, with a picture at the end of the challenge.



Here's the part that really makes a difference, paying in your fundraising.

CHEQUE

**Cheques should be made payable to RBLI and sent to:
RBLI Head Office, Hall Road, Aylesford, Kent, ME20 7NL**

BANK TRANSFER

**Bank Transfer - Barclays Bank Plc, 13 Fremlin Walk, Maidstone, ME14 1QP
Sort Code: 20-54-11 Account Number: 20914436 Reference: Your Surname**

KEEP UP TO DATE WITH OUR NEWS



@RBLIcharity



@RBLI



/RoyalBritishLegionIndustries

GET IN TOUCH

We have lots of experience and can provide practical support. If you need any advice or guidance, feel free to get in touch. Call us on 01622 795943 or email fundraising@rbli.co.uk.



**"WORKING AT
RBLI
HAS GIVEN ME
A SECOND LIFE"**

**EX-GURKA RIFLEMAN
SIGN MAKER
IN BRITAIN'S BRAVEST MANUFACTURING
COMPANY**