



# Content

What is BetterNow

About the author

What is peer-to-peer fundraising

Introduction: Mix and match ideas

How to continue

## Ideas to combine charity fundraising and sports events

1. Competition
2. Charity partnership
3. Corporate partnership
4. Freedom to choose
5. Hero application
6. Team fundraising

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# What is BetterNow?

BetterNow is an online fundraising platform dedicated to help people create their own online fundraiser for the charity they care about the most. BetterNow connects individuals with charities and sport events all around Europe and allows people to share their fundraising page with friends, family and their social network to help collect donations from their contacts for the cause they are passionate about.

With headquarters in Denmark, BetterNow works with charities all across Europe with the mission of making the world more generous. Since it was created in February 2011, BetterNow has helped raised more than €1.3 million for over 120 charities such as UNICEF, Save the Children and the WWF.

BetterNow collaborates with event organisers, offering sport event participants the possibility to create their own fundraising page to collect donations from family and friends while doing what they love most.

In a world where everything happens online, BetterNow offers people the possibility of combining charitable giving with their daily life. Each person can decide what, when and how to do it. The possibility of making a difference in the world is at their fingertips.



## About the author

Maria is BetterNow's inhouse expert on event fundraising and has written several blog posts on how best to combine sport events with charity. She has been doing guest blogging on several big websites such as the Spanish newspaper El País. She has a bachelor in Management and Business Administration from the University of Valencia (Spain). She also studied a year in the University of Nottingham (UK) with focused studies in marketing. After a couple of courses about marketing for NGOs, now she writes guides and blog articles to help Spanish charities get the most out of online fundraising.

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# WHAT IS PEER-TO-PEER FUNDRAISING?



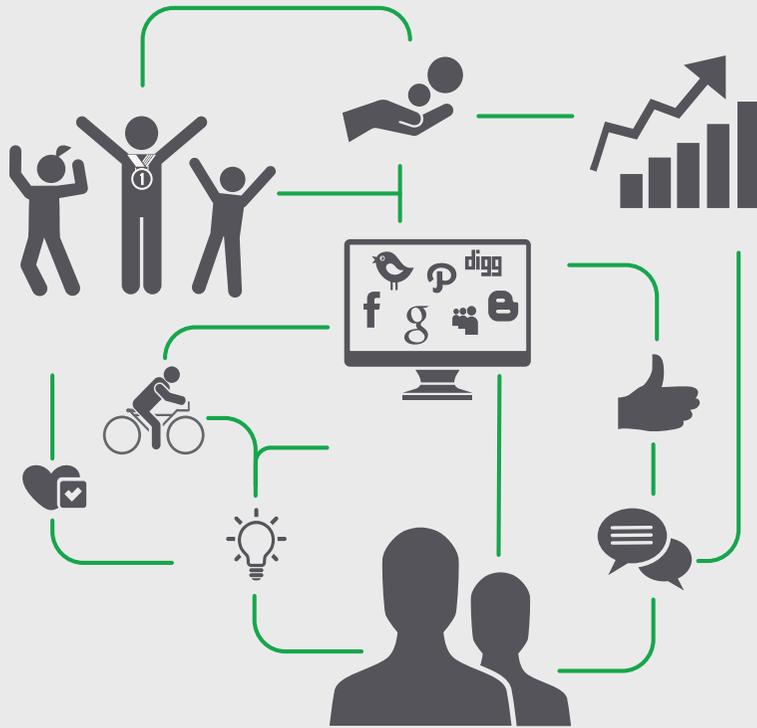
Online fundraising takes advantage of the new social media channels and internet to raise funds for charity. Supporters of the charity create their own fundraising pages in online platforms such as BetterNow, pages that they then share with their social networks to collect donations from them. By fundraising online, fundraisers spread the charity message and their cause to a greater scale, reaching a larger audience on behalf of the charity. For sport athletes, online fundraising gives them the opportunity to raise funds for their favourite charity by telling their personal story, a story about overcoming obstacles and about fighting for what one believes.

Peer-to-peer fundraising allows the charity to reach a longer list of donors through their supporters. When a donation request comes from a friend or relative, the chances of this

person to contribute to the cause are higher than if the request comes from an unknown source. The reason is simple: a friend is a source we can rely on.

Participants will start fundraising when they start training for the big day, that is, months before the event takes place. They will spread the message of the event making more people aware of it and maybe more participants will start their own fundraiser.

# INTRODUCTION: MIX AND MATCH IDEAS



Sport and solidarity have more features in common than what it seems a priori. Both try to pursue a change, more or less personal. People doing sport have a healthy lifestyle. For them, taking part in sport events means overcoming the impossible, pressing the body to the limit, measuring their resistance and enjoying the personal satisfaction after obtaining good results. People engaged in charity also work for a new lifestyle for those who more need it. That also implies fighting for what one believes, having clear in mind that with effort and dedication they will obtain positive results and they will be able to change many people's lives.

As Haile Gebrselassie, Ethiopian athlete, said once: "I can't change everything by myself

but I can be one of the people who are trying to change the situation." And he does it by trying to be the best in what he loves: running. Which means that when it comes to make the world a better place, we need to work together. And sports and charity are perfect partners.

By combining your sport event with charity everybody will benefit. Awareness of your event will increase and you will get more participants. People participating in your event and fundraising at the same time will get a new motivation; they will not just run for themselves, they will run to make a difference. And of course, those people the charity is going to help with the event donations will be the ones getting the best benefits. Maybe a new school for children, more and better medicines and vaccinations, a safer water system...

As an event organizer you can choose the fundraising idea that best fits your event. It can be raising funds for cancer research, for a better education system for every kid or funds for protecting the environment. There's no limit when it comes to fundraising. No matter which idea you have, there is a charity you can partner up with. If you are not quite sure how to do it or how to choose the best cause, just email us and we will create a tailored proposal for your event. Working together, we will always be there to help you in any single issue needed.

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# 1 COMPETITION



If you give your participants the chance to raise funds for a charity while doing sports, you are increasing the fun part of the event as well as giving them a new motivation. They will not only train and run to be the first one in crossing the finish line, they will also compete to be the best fundraiser. And that kind of friendly competition between them is one of the best advertising tools for your event. Participants will become your new ambassadors. They start fundraising months before the event day; each participant has his/her own motivation to raise money while doing sports. Focused on their own motivations, participants will try to do their best in getting donations. And you need to take part in that competition by encouraging them to both train and raise

funds and also by celebrating their achievements.

Before the event day and while participants raise funds, you can easily keep everyone involved in the event updated on the progress of donations through your BetterNow profile.

You could create a special part for that in the event official webpage where people can see who is raising funds. Link also to the online fundraising platform website, where participants' fundraising pages are, to see in real time how donations are going. Share on social media who has been the “fundraiser of the day” or “fundraiser on the week”. In that way, you will keep participants motivated to keep on fundraising.

On the day of the event it is time to celebrate the fundraising heroes. Maybe get a list with the names and the numbers of the best fundraisers and celebrate with them when they arrive to the finish line. Make them feel the heroes they are and let everyone know how much good they have done to the world. You can also show on the big screens their fundraising page.

The event organisers of the SE-Touren 2013 thought it

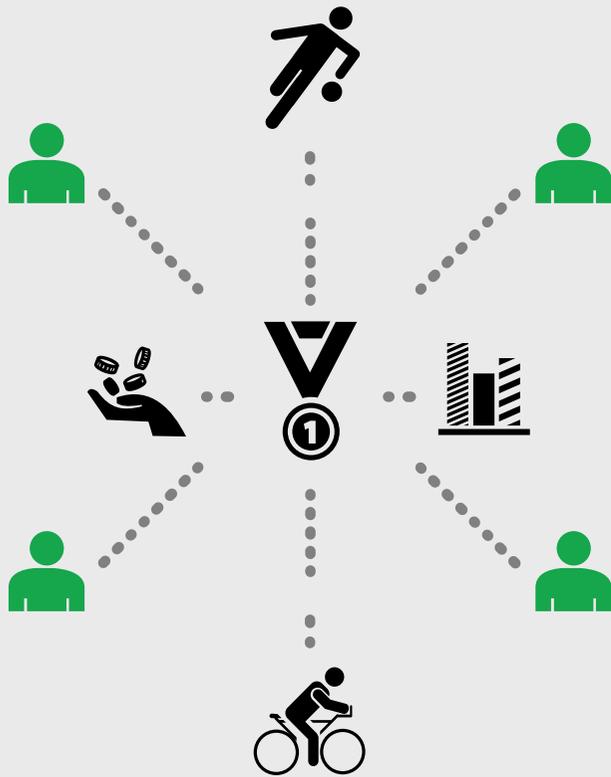
was worth it to give cycling a new dimension and they organised a fundraising event by partnering up with Save the Children.

[SE-Touren 2013](#) was a cycling tour in 3 stages around Denmark in which participants raised funds for Save the Children. Every day, the event organisers awarded the best fundraisers. They gave the yellow jersey to the biker that had fundraised the most; the green jersey to the biker that fundraised the most the day before and the red dotted jersey to that one who got the biggest donation of the day. That was a good way to keep participants motivated not only to keep cycling but also to keep making the world a better place.

## Idea #1

A friendly competition between participants is one of the best advertising tools for your event.

# 2 CHARITY PARTNERSHIP



Once you have decided you want to contribute to make a better world by giving participants the opportunity to raise funds while doing sport, the best practice is to allow charities to sign up to be partners for your event. Moreover, you can choose to partner up with different charities and give participants more options to fundraise for.

Having a charity as a partner implies commitment and building early participant-charity relationships. The charity might agree to buy a number of tickets at a discounted price for the sport event in advance and then sell or give them away to those participants willing to fundraise for the organisation. In return, charities will expect a minimum amount collected from every runner. So you are going to have for sure a certain amount of tickets given away very soon, which is a fantastic promotion strategy. Just let every participant know about the possibility of getting tickets for free in exchange of fundraising.

In return of having tickets sold in advance, you will need to offer charities some promotional tools. If there is a fair or an expo some days before the event, make sure charities get a stand there. As participants and other people walk around the fair, they will have the chance to gather some information about the organisation's activities and what they are going to do with the money raised by fundraisers. It's a good time to share the good news on how fundraisers are going. Charities might also attend to get a stand on the day of the event, where the charity can show everyone how much money fundraisers have raised.

It is important that at the day of the event everyone knows which charities are the official partners and that participants have been raising money. So make sure the names of the charities are visible and, of course, don't forget to thank both the organisations and the fundraisers for their collaboration.

If you feel like you need some inspiration on how to do it, take a look at the [London marathon](#), the biggest annual fundraising event. The event partners up with many charities in the UK. Charities then buy tickets for the marathon - which are called charity entry places. The charities will then give these tickets to those participants willing to raise money for them. Participants just need to create their own fundraising page and start raising money with the help of family and friends.

## Idea #2

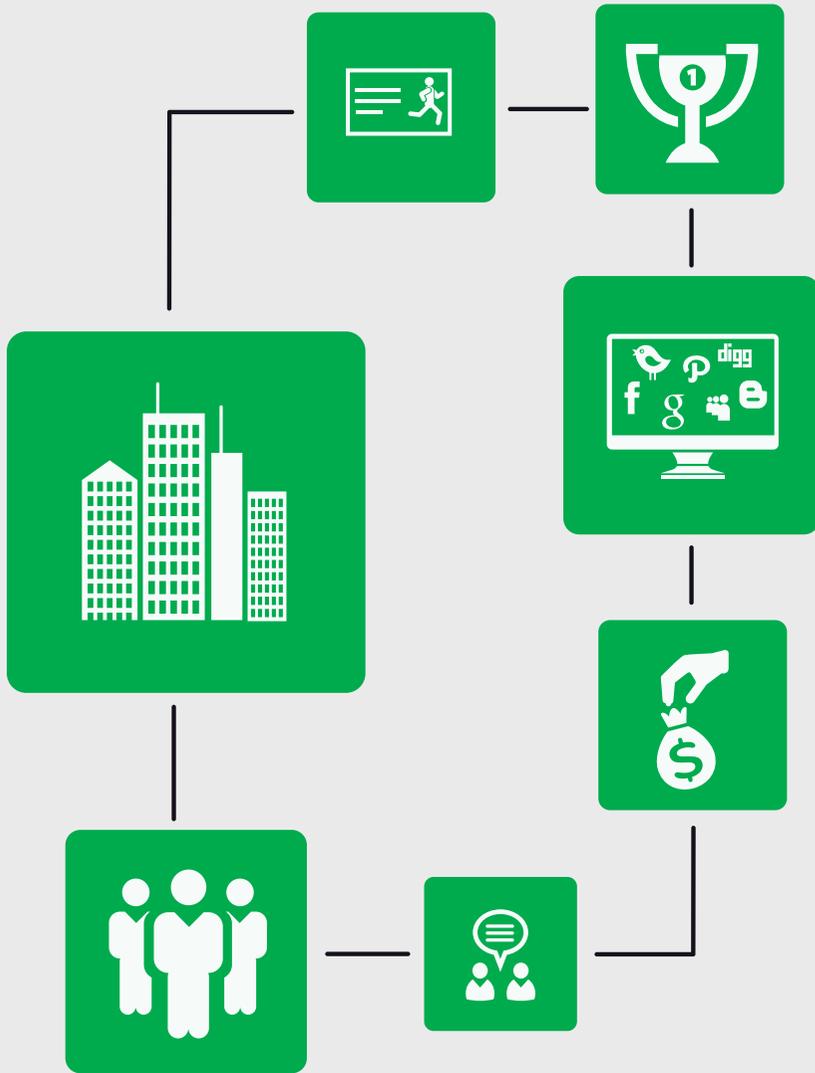
Gain commitment for your event by partnering up with charities.

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# 3 CORPORATE PARTNERSHIP



Apart from partnering up with charities, another option to enhance the fundraising part of the event is to partner up with corporations. Those companies that are going to be the sponsors of the event are also a good opportunity to improve your advertising campaign. Sponsor companies will not only be giving money to your event, they will also get their employees involved in the fundraising part.

In this case, corporations are the ones buying the tickets in advance; tickets that they will give away to those employees who want to fundraise in connection with the event. Employees willing to participate will be the ones doing the promotion both for the corporation and for the event. They will be the new ambassadors by sharing their fundraising pages on their social networks. With that, they will increase awareness of the event, encouraging other employees and their friends to join the cause, too.

For the Powerade [Half-marathon in Copenhagen](#), [Microsoft](#) decided to partner up with the event by buying some tickets and offering them to the employees willing to run and fundraise. They raised funds for Save the Children's BodyGuard program, which helps children being safe online. The Microsoft employees who participated in the marathon raised funds by creating their own fundraising pages on BetterNow. Then, Microsoft doubled the amount each fundraiser collected, so Save the Children received an even greater amount of money.

## Idea #3

Corporations will increase your event's awareness by involving their employees in the fundraising part.

# 4 FREEDOM TO CHOOSE



18%



12%



42%



28%

If you don't want to narrow the fundraising possibilities by telling your participants which charities they can fundraise for, just give them freedom. As the event organiser, offer them the opportunity to create a fundraiser for any charity on the BetterNow platform. In this case, you need to make sure every participant is aware of this option when signing in for the event.

Giving the participants the freedom to choose among all the options makes things easier. Everyone chooses the charity that best fits his/her personal story so they have a strong motivation to fundraise. But at the same time fundraisers can be less successful than in other cases. Without any kind of appreciation or reward from your part or the charity -free tickets, special prices, public recognition- participants' commitment to fundraising

will be lower. Maybe not all participants know about the possibility of fundraising or maybe, some of those who know it don't have a clear idea about how to do it.

You can give participants the option to choose but you need to help them through the process. A good practice could be to send them an explanatory email when they sign up for the event. Tell them about the possibility to fundraise for a charity of their choice. Explain briefly how to create their fundraising pages on BetterNow and be available to help them through the process. Share also the idea on the event's official webpage. Create awareness of the fundraising part of the event and then let them choose.

The organisers of the [H.C. Andersen marathon](#), that took place in Denmark, chose this option for their event.

They created a page on BetterNow and encouraged every participant to start their own fundraising for a charity of their choice. They could choose any charity on BetterNow. In order to make everyone aware of this option, the organizers informed everyone when they signed up, and they also put it on the event's official homepage.

## Idea #4

Offer your participants the opportunity to create a fundraiser for any charity on BetterNow.

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# 5 HERO APPLICATION

People fundraising money for charity are heroes as they are trying to save the world, or at least they try to make the world a better place by being generous with those who have less. So if there are people willing to create a fundraiser while participating in your event, why not create some kind of hero club?

Give all the participants the option to apply to become a fundraiser, that is, a hero. Only people who apply and are selected will have the possibility to fundraise for charity. This will increase commitment since people applying to be a hero will be really interested and motivated in fundraising. They will do their best to achieve their objective.

By being part of a club, they will feel special and appreciated as they are helping a good cause. The day of the event, pay special attention to them. Let everyone know who the fundraisers are and how much money they have raised. Give them something in return for their effort, a special recognition with which they can say out loud that they have been

helping others while enjoying their passion.

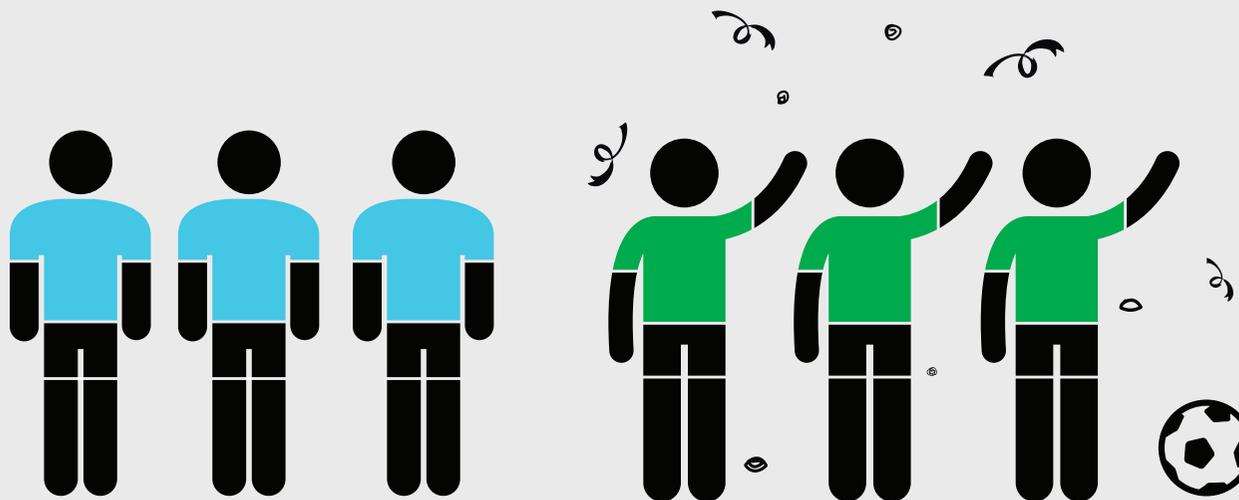
The event organiser of the [Tri Fights Against Cancer Triathlon](#) decided to create a hero club for the event. The triathlon partnered up with a municipality, the Danish Cancer Society and the DGI (Danish Gymnastics and Exercise Association). In order to become a fundraiser, every participant had to apply for it. Then, every chosen hero made a video explaining his motivation to participate and fundraise. There were 400 participants and 21 heroes and the winner, the hero who fundraised the most, won a trip to New York.

## Idea #5

Give all the participants the opportunity to become a hero.



# 6 TEAM FUNDRAISING



No one said that fundraising should be an individual activity. If the event is about a team sport, like football tournaments or relay races, team fundraising is the best option. Instead of having participants of the same team competing against each other to see who fundraises the most, let them compete in teams.

It is all about making the teams that are competing on the day of the event, also compete for fundraising the most. That will create a social competition between participants even before they start doing sport. Fundraising in teams might also create better results since there will be more people sharing the same fundraising page and trying to involve friends and family on the cause.

Every team should have a team leader to coordinate the activities and you need to make sure you know who he/she is. That person will be your contact to communicate all the necessary information to the team, so just ensure you have a good relationship with every team leader and be ready to help them. But don't worry; we'll handle all the technical support part. It is also important to create a fundraising scoreboard, where teams can see how donations are going and which team is on first place. That will maintain the teams motivated to keep the competition going on.

Team fundraising was the idea of the **Nødbold event** in Copenhagen. It was an indoor football tournament in which different football teams — with 4 members each — competed against each other, not only to win the

tournament but also to fundraise the most. The team who raised the most won 4 tickets for the cinema and 4 gift cards for the dentist.

## Idea #6

No one said fundraising should be an individual activity. If the event is a group sport, team fundraising is the best option.

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# HOW TO CONTINUE

As you can see, the benefits of event fundraising are enormous for everyone involved and there's a wide range of possibilities for how to integrate charity into your event and give participants the option to fundraise for charity. Now it is your turn to take sport to the next level by combining the pleasure of doing exercise with the personal satisfaction of helping others.

If you after reading all these ideas have decided to integrate your event with charity, just let us know. We can work together to create the best event for you. No matter what kind of sport event you are planning, we will be able to make a free assessment and prepare a small report for you with the best ideas based on your preferences.



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