



TIME TO CYCLE

HOW TO FUNDRAISE FOR YOUR TICKET

This is a fundraising brief for those who want to cycle from London to Paris with us as part of the Time to Cycle ride, but don't have the funds right now to pay for the ticket outright. Fundraising comes down to making the most of who you know - getting in touch with friends, family, colleagues, acquaintances to ask for their help. Ask people to pitch in to protect our future from dangerous climate change, and consider asking friends and family to give you a written message to take to Paris on their behalf.

USE THE INTERNET TO MAKE THIS EASY

The quickest and easiest option is to set up a crowdfunding page inviting people to give. Recommended sites designed for this are – www.kickstarter.com or www.justgiving.com Then once set up, advertise the link on *Facebook / email / twitter* reminding people regularly.

SOME MORE IDEAS TO START YOU OFF

- *bake sale – cook up some tasty cakes and sell them at a decent price*
- *employer match funding – ask your employer if they would consider match funding whatever amount you raise yourself*
- *host a paid event – ask talented friends to offer cabaret / open mic performances and charge an entrance fee, host afternoon tea or a dinner party and again charge people who attend or ask for donations*
- *sell something – ebay unwanted stuff, make jam and sell to friends*
- *sponsored challenge – ask friends, family, colleagues to sponsor you do a challenge: quit smoking, swim pier to pier, shave off your beard...*
- *talent auction – ask friends to offer skills or items that can then be offered at an auction – either an event to invite friends to, or could do the same online through facebook*

FOR MORE INSPIRATION, TRY THESE LINKS OF A TO Z OF IDEAS

<http://www.jospice.org.uk/Fundraising/fundraisingideas.aspx>

<http://marketo.justgiving.com/offers/JustGivingFundraisingAtoZGuide.pdf>

<https://www.gapyear.com/articles/90420/a-to-z-of-fundraising-ideas>



HOW TO MOTIVATE PEOPLE TO SUPPORT YOU?

We suggest two ways you can get people on board to offer you support, be it financial or moral.

1. BE THEIR MESSENGER IN PARIS

As you reach out, you can also give people a greater connection to what you're doing by asking them what messages they would like you and the riders to convey to Paris. We will act as messengers for those who are unable to make it onto the streets of Paris. We will carry stories of hope for a better future, from our communities, and display them loud and clear. Ask people to imagine the future they want to see, the path to a liveable planet. Tell them that if they want a better future for all then we want to hear about it. Messages can be written, drawn, painted; they can take the form of videos or songs. However they come, tell people you're happy to take them!

2. TELL THEM WHY IT'S TIME TO ACT

Every day, more people are waking up to climate change. What scientists predicted decades ago is already happening, and we have little time left to guard against dangerous climate change. The potential repercussions are so great that one of the new global [Sustainable Development Goals](#) is to take urgent action to combat climate change and its impacts. But are those in power willing to act? Following on from the People's Climate March in September 2014, on March 7th 2015, the [Time to Act](#) on Climate Change march brought people together again on the streets of London to demand real change and tell politicians seeking election that there is a mandate for change on climate concerns. Now, alongside with many other organisations, we are working together to mobilise people for the climate march in Paris on 12th December and in London on 29th September.

2015 is a crucial year for the climate. In December, governments will come together in Paris to strike a new deal for the climate - we must make our voices heard. '[Time to Cycle](#)' is a form of civil action, rooted in and inspired by [Time to Act](#), which has been organised by the [Campaign Against Climate Change](#). Cycling from London to Paris during the UN international climate negotiations, in December 2015, is a powerful way for ordinary people to make their voices heard, and to show that we already have the means to make a big difference through simple, everyday changes, such as using bicycles more and cars less.

