

LONDON TO
EDINBURGH
CYCLE CHALLENGE



London to Edinburgh Cycle Challenge

Your Toolkit



How to talk about Crisis's work:

Crisis is the national charity for people who experience homelessness. Throughout the year we help people directly out of homelessness, and we campaign for the social changes needed to solve it altogether.

The last few years have been tough for many of us. And it's reminded us how much we depend on each other for connection, hope and support in difficult times, and of the importance of a safe and secure home.

Right now, people at the sharp end of poverty are at risk of being pushed into homelessness.

People are being forced into having no option other than to go without food, heating or keeping a roof over their head. A home is a necessity which allows you to find work, see a doctor and vote, be part of the community and feel you belong.

Everyone who comes to Crisis is a valued individual, treated with respect, listened to and cared for. From skills training to help with employment, people get the support they need so that they can leave homelessness and find a safe and secure home.



What your fundraising is supporting:

Every pound you raise will help Crisis deliver life-changing services in our Skylight Centres in London and Edinburgh.

Homelessness is one of the most damaging situations a person can find themselves in and has no place in a civilised society. With an increasing number of people coming to Crisis with complex and challenging support needs, it is more important than ever that the services we provide are delivered with the needs of our members in mind. Crisis Skylights are spaces where people can feel safe and supported to take the necessary steps on their journey out of homelessness. Because all of us need home – to be happy and to thrive.

By raising £25, you will help someone regain a sense of worth through healthcare and counselling.

By raising £50, you will provide someone with the essentials people need to settle into a home, such as a kettle, pans and microwave.

By raising £100, you will help someone access healthcare and counselling to improve their mental and physical well-being.

By raising £250, you will ensure one-to-one support is in place to help someone find a safe place to live.



You are taking on an extraordinary challenge and there are plenty of ways you can boost your fundraising. Here are our top 10 tips:

1. Set up an online fundraising page

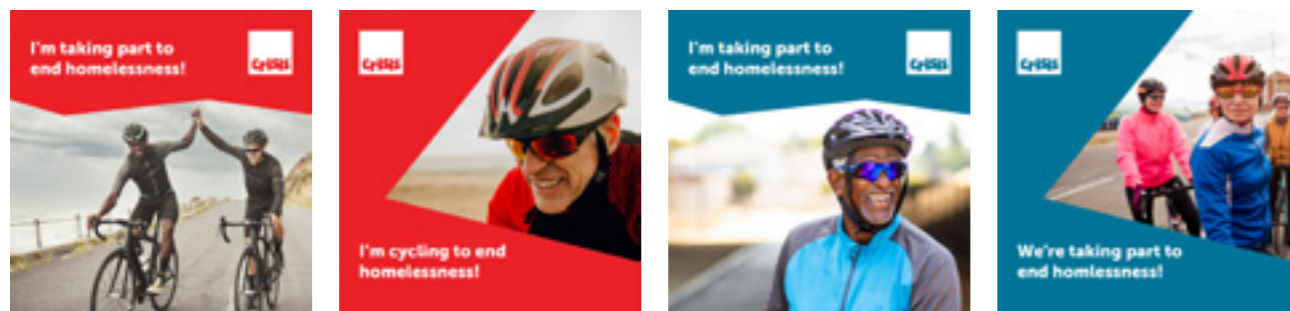
Follow this [link](#) to go to the Crisis London to Edinburgh Cycle Challenge page and click 'start fundraising'.

2. Include a photo

Fundraisers with pictures or videos on their page raise 13% more per photo. A perfect excuse for a #selfie!

3. Share, share, share!

Sharing your page on Facebook, Instagram, Twitter and WhatsApp will help you raise more. Let people know about the good stuff you're doing. Don't underestimate the power of your networks.



Use these sharing assets on your social media accounts, your email signature or on your work intranet.

Social media tips:

When you share, don't forget to explain what a huge challenge this is and how people can contribute to your fundraising total.

Photos and videos of you and the Crisis team during the challenge are bound to be a hit (but don't use your phone while you cycle!).

Avoid landscape images and videos and instead shoot in portrait (especially on Instagram and TikTok).

Please tag Crisis in any posts and we'll share your photos and videos!

Here are our handles across all social channels:

 [@crisis_uk](#)

 [@crisis_uk](#)

 [@crisis.homeless](#)

 [@crisis](#)

 [@crisis_uk](#)

You can also use the hashtag #CrisisBikeRide24 on your posts so we can find them.

4. Tell your story

Telling the story about why you're supporting Crisis helps people understand why you're fundraising. You could raise 65% more if you do.

5. Connect fitness apps

You could raise 111% more and have supporters keep track of your progress by connecting your page with your Strava or Fitbit account.

[Join the Strava Cycling Club](#)

6. Update your page

Let supporters know how you are doing by sending updates often.

7. Get your colleagues on board

There are plenty of ways to get your workplace involved, from fundraisers in the office to asking for matched giving which could double your efforts.

8. Self-donate

People who make a donation to their own page to get them started raise a whopping 84% more!

9. Add a video or live stream

Add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why your cause is so important. You can also live stream directly on your page to show how you are raising money.



10. Say thanks!

20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.



Here are some helpful tools so you can share your JustGiving page with friends, family, and networks and download digital resources about Crisis:

[How to share your fundraising page on social media](#)

[Sharing FAQs](#)

[How to talk about your fundraising](#)

[Digital fundraising materials](#)