



# FUNDRAISER

# PACK!

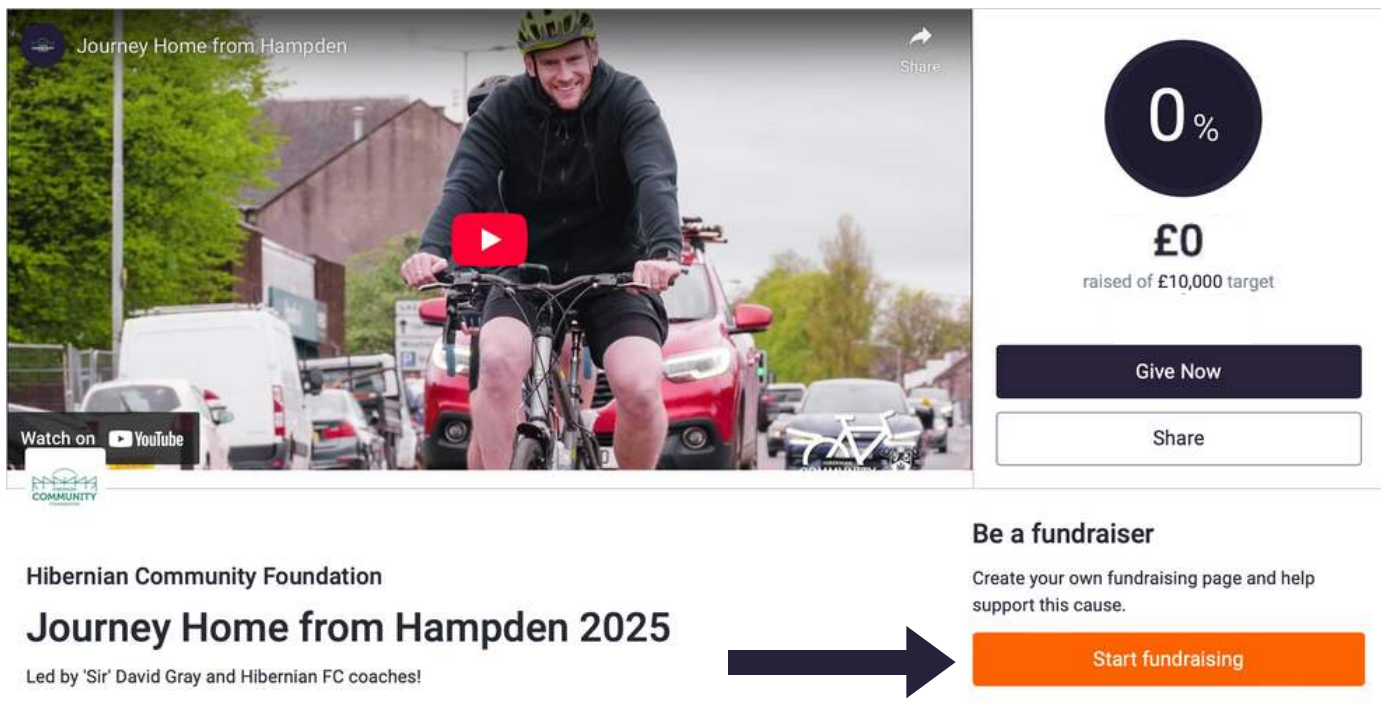
# How to get Started!

## STEP ONE: Head over to...

<https://www.justgiving.com/campaign/journey-home-from-hampden-2025>

## STEP TWO:

Click the orange **"Start Fundraising"** button on the right-hand side of the screen. \* (Note, if you would rather donate directly to the page at this stage, simply click the "Give Now" button.)



The screenshot shows a fundraising page for 'Journey Home from Hampden'. On the left, there is a video player showing a cyclist on a road bike. The video player has a 'Share' button in the top right and a 'Watch on YouTube' button in the bottom left. Below the video, the text reads 'Hibernian Community Foundation' and 'Journey Home from Hampden 2025', followed by 'Led by 'Sir' David Gray and Hibernian FC coaches!'. On the right side of the page, there is a progress indicator showing '0%' and '£0 raised of £10,000 target'. Below this are two buttons: 'Give Now' (dark blue) and 'Share' (white with a dark border). At the bottom right, there is a section titled 'Be a fundraiser' with the text 'Create your own fundraising page and help support this cause.' and an orange button labeled 'Start fundraising'. A large black arrow points from the 'Start fundraising' button in the screenshot towards the 'Start fundraising' button in the text below.

Follow the instructions to set up your page. Share the page with family and friends! Sharing your page with your loved ones will ensure that your fundraising page reaches its full potential

Please contact [Cameron@hibernian.org](mailto:Cameron@hibernian.org) if you experience any difficulties in setting up your page

# Talking Points

## Last Year's Success

- In 2024, 'Sir' David Gray led a pack of 52 Hibernian FC Supporters, coaching staff and cycling enthusiasts the 53 miles from Hampden Park to Easter Road
- During the Journey Home from Hampden 2024, our incredible community raised £25,000.
- Giving more neurodiverse children than ever access to programmes supplied by Team United and HCF.

## This Year's Unique Opportunity

- The Journey Home from Hampden is an incredible opportunity to raise funds for neurodiverse children, giving them the chance to participate in football related activities.
- Whether you're a cycling enthusiast or a Hibs fanatic, we encourage you to take on this extraordinary route from Hampden Park to Easter Road Stadium where you will follow National Cycle Route 75, covering 50.2 miles. Designated rest stations will provide refreshments and refuel your energy to get to that finish line.
- You won't be doing this alone, 'Sir' David Gray and Hibs coaching staff will be taking on this challenge too, making it a real team effort! There will be snacks and a social waiting for you when you arrive to Easter Road, and possibly more surprises on the day!
- Come alone and enjoy a day exploring the beautiful scenery while you cycle your way to the Easter Road Stadium

# Here are some fundraising tips and advice to help you on your fundraising journey!

## Gift Aid

Encourage donors to gift aid their donations. Gift Aid is a UK government scheme that allows charities to receive an additional 25% of the value of a donation.

## Share Your Own Story

Personalize your fundraising efforts by sharing your story. Explain why this cause is important to you and how the funds raised will make a significant impact.

## Utilize Social Media

Create engaging posts, share updates about your progress, and use hashtags to raise awareness. We've included some posts for you to share. All you have to do is add your own caption! Encourage people to share your posts, helping to amplify your message.

## Adjust Your Fundraising Goal

Set a realistic fundraising goal and communicate it to your potential donors. Update them on your progress regularly.

## Offer Incentives

Consider offering small rewards or acknowledgments. For example, a handwritten thank-you note, a personalized shout-out on social media, or even a small token of appreciation.

## Engage with Your Network

Send individual emails, make phone calls, or have face-to-face conversations to discuss your fundraising efforts.

## Spread the Word:

Create a list of people that you plan to reach out to!

**a)** Start with your closest inner circle - This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!

**b)** Cast a wider net - Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!