



## Welcome to Team Aerobility

Thank you for joining Team Aerobility and fundraising for us. This pack will give you tips and advice on how to make the most of your fundraising efforts.

While we accomplish amazing things, we are a small charity that relies entirely on donations, corporate support and fundraising.

We hope you enjoy your experience fundraising for Aerobility. If you need any further information or support please contact us on 0303 303 1230 or [fundraising@aerobility.com](mailto:fundraising@aerobility.com)

Be sure to follow us on Facebook, Twitter or Instagram to keep up to date with our activities.

## How Aerobility makes a difference

Aerobility operates a fleet of five adapted aircraft from Blackbushe Airport and Tatenhill Airfield. We aim to enable disabled people - without exception - to participate in aviation. Whether this means learning to fly a light aircraft or taking part in our fully accessible aviation-based education and recreation activities. Our ethos of full inclusivity means we have developed accessible services for people across the entire spectrum of disability - physical, learning, psychological, sensory or injured in conflict.

Last year, we supported nearly 700 people not just to have new experiences, but also to enjoy wider positive outcomes. People who have taken part in Aerobility's services report increased independence, greater confidence and development of new life skills that can boost academic studies and help secure employment.

### Christian's Story

Christian has always been ambitious. Following complications at birth, Christian was born with physical disabilities. Unfortunately these complications have proved difficult for Christian throughout his life, especially when looking for work in the fields of aviation and automotive. Despite the challenges presented, Christian held on to his dream to become a pilot.

When he discovered Aerobility, this once impossible dream finally felt possible.

Christian has now flown solo flight, earned his Private Pilot's License and is working toward his night rating. Aerobility has also enabled Christian to improve his motor skills through handling the controls of the plane.



*“When you line up with the runway, you see all the lights, and you feel the power, there is so much freedom, you can put things behind you. Aerobility has made my biggest dream come true and I still can't believe it’.*



## Online Fundraising

The easiest way to collect donations from your friends, family or colleagues is to set up an online fundraising page.

Creating a fundraising page is simple. Just choose your fundraising platform and follow the steps below. We are registered with Just Giving.

### JustGiving™

1. Log into your account (or create a new one) and click 'Start Fundraising'.
2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
3. Search for Aerobility and choose us as your charity.
4. Select whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
5. If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
6. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
7. Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction.

Donations to your Page won't be eligible for Gift Aid.

8. Click 'Create your page'.

# Fundraising Checklist

- Contact Aerobility to request your free fundraising pack and t-shirt.  
*Tick! One done already!*
- Set up your [online fundraising page](#). We are registered with Just Giving. Further instructions on how to create a new fundraising page are in this fundraising pack.

## Get the most from online fundraising

- Add a photo. Fundraisers who add a profile picture tend to raise 15% more.
- Add a fundraising story. An engaging story can make all the difference. Why Aerobility? What is your connection?
- Set a fundraising target. Target setters raise up to 46% more!
- Add regular updates. Updates keep your page looking fresh and give you plenty of opportunities to share it. How's your training going? Have you hit a fundraising milestone? Let your friends and family know!
- Add any money you've raised offline. Add any cash or cheque donations you've collected so everyone can see the total amount you've raised.

- [Spread the word!](#) Update social media, change your email signature, let everyone know you're fundraising and how they can donate.
- For [cash donations](#) and pledges (promises to donate after the event is complete), use the enclosed sponsor form. Be sure to draw your donor's attention to the Gift Aid column and ask them to tick if applicable.
- Use the [matching gift form](#) in this pack to ask your employers to match what you raise.
- About two weeks before your event, contact [local press](#) including newspapers, radio stations and community websites with the details of your event. Make sure to tell them WHY you're fundraising - it's the personal story they are interested in. If you need help with anything media related, contact us at [frontdesk@aerobility.com](mailto:frontdesk@aerobility.com)

## After your event

- Any donations raised on online giving platforms such as Just Giving will automatically be transferred to us. You don't need to do a thing. If you collected any cash or cheque donations, please transfer them to us as soon as possible using the banking details on your sponsor form.
- Sit back and have a cup of tea (or something stronger!) feeling amazing about your accomplishment!

Thank you for fundraising  
for Aerobility!

# Fundraising Tips



## Personalise your fundraising page.

Add your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long).

## Make a donation to your own fundraising page.

Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

## Start with your family and closest friends.

Send individual emails/text messages or call your five closest contacts and ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum. It's also good to start with the people you are most comfortable with!

## Get social.

Start fundraising through Facebook, Instagram and Twitter after you've sent out your initial batch of emails.

Get started on Facebook and Instagram by [tagging the people](#) that have already donated to you and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!)

Set [interim goals](#) (e.g. 200 pounds by the end of week two, 400 pounds by end of week four, etc.). Use your social media accounts to give updates of your progress towards each goal and ask for people to help you get over the next hurdle.

Don't make every post an "ask". Share [inspiring news stories](#) or other positive anecdotes about the cause too! Ask us for impressive stats about Aerobility's work!

Consider offering ["perks"](#) to friends and family who help you reach your goal. Do your friends want to see you run the 10K in a tutu? Does your mum want you to cut your hair? Surely agreeing to do so is worth a donation!

### Why?

Your closest contacts are the ones most likely to donate. Studies show that as you make progress towards your fundraising goal people become more and more likely to donate to you.

This method ensures that you build up progress from your core supporters before you reach out to the people who are less likely to donate.

This means maximizing your chances of successfully meeting (or exceeding) your fundraising goal!



# Matching Gift Request

Many companies, regardless of size, are very happy to support employees in their fundraising efforts. One of the most effective ways an employer can help is by participating in a matching gift scheme. Your company may already have the ability to match, pound for pound, the amount that employees raise through fundraising. They may even have a minimum amount they HAVE to donate to meet their social responsibility targets!

Complete the form below and pass it on to your line manager or HR Department to find out if they currently operate a matching gift scheme and you could see your fundraising total doubled!

## Employee Details (to be completed by fundraiser)

Employee Name: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Department: \_\_\_\_\_

I am taking/have taken part in \_\_\_\_\_ (event) on behalf of Aerobility (registered charity number 1146929)

I've raised £ \_\_\_\_\_ (total) through my fundraising efforts

## Company Details (to be completed by manager/HR)

Name: \_\_\_\_\_

Job Title/Role: \_\_\_\_\_

Matching Gift Amount: £ \_\_\_\_\_

We require confirmation from the charity of the amount raised by our employee

We do not operate a matching gift programme, but would like to make a donation to Aerobility in support of our employee's fundraising efforts.

Please return this form and any accompanying donations to:  
Aerobility, Blackbushe Airport, Camberley, GU17 9LQ

Email [frondesk@aerobility.com](mailto:frondesk@aerobility.com) for further information or for bank account details.