

Fundraising Options for Charities with Walk the Test Way Event (WTTW)

The WTTW is run by the Rotary Club as a service to enable charities to raise funds without the burden & costs of running a major event. In return for this service, we charge 20% of money raised to cover any shortfall in event costs plus funding our own charitable activities.

Charities need to promote the walk to their supporters and where possible encourage them to raise Sponsorship. At registration walkers indicate their chosen charity and pay their own registration fees.

We have facilities that may help you attract walkers and corporate sponsors:

- Companies can pay the registration fees for their walkers via a voucher scheme.
- Fundraising can be done via Rotary using our WTTW Event Just Giving Pages or WTTW sponsorship sheets. In this case, money flows initially to Rotary's Trust Fund, and then we distribute 80% of sponsorship funds collected to your charity.
- Fundraising can also use your charities or a corporate's own 'Giving Mechanism'. Here the funds flow directly to your charity, and you agree that Rotary can invoice you for 20% after the walk is complete.

We can also help by provided landing pages or support for charity specific posters.

These facilities are described in more details below.

A: COMPANY PAYING FOR REGISTRATION FEES:

Here Rotary will raise a charity/ company specific voucher to be used at checkout which would allow walkers to register with no registration fee. After the walk is complete, Rotary would invoice the company for the fees of users who registered. For this offering, the charity or company:

- Must supply Rotary with the maximum number of walkers the voucher can cover. This could be increased /decreased dynamically as required.
- Give Rotary contact details for invoicing.
- Is responsible for distributing the voucher code in a secure manner.
- Should advise their walkers who have used the voucher that Rotary will supply their names to the charity or company.

B: FUNDRAISING VIA ROTARY:

1) Walkers can choose to use Sponsorship sheets to collect donations from their supporters:

After the walk, Rotary collects the money, and where appropriate claim Gift Aid, and then send 80% of the funds to the selected charity.

2) Walkers raise a Just Giving Page for the Rotary's WTTW Just Giving Event.

Here, initially all the JG sponsorship funds including Gift Aid go to Rotary's Trust Fund. After the event Rotary sends 80% of the funds to the charity.

3) Charities can raise their own Just Giving 'Walk' Page for the Rotary's WTTW Just Giving Event which they promote to their supporters.

To some extent this reduces the confusion with raising for Rotary rather than the charity. The funds are handled as point 2.

C: FUNDRAISE USING CHARITIES OR CORPORATES OWN 'GIVING' MECHANISM

Here Walkers and Corporate Sponsors are more closely associated with the charity. Their fundraising flows directly to your Charity and so this avoids the walker's confusion on funds initially flowing to Rotary.

- a) Rotary creates a specific Corporate Scheme Name and Walkers will need to choose this Scheme Name option when registering.
- b) Funds can be raised using whatever 'Giving' mechanism you choose e.g. Enthuse, Just Giving, etc.
- c) To use the facility, charities or their corporate sponsors must:
 - Explain how the fundraising system works and how it will ringfence funds raised for the walk. You can use any 'Giving system' using a specific event or page for the walk.
 - Agree that Rotary will invoice your charity for 20% of the funds raised on a schedule to be agreed, and you will provide us with invoicing contact details.
 - Provide us with regular reports on funds raised or give us online visibility of donations. We can periodically provide you with details of walkers who are registering for the walk and have identified your scheme for their fundraising.
 - Your walkers need to be told to select the correct Corporate Scheme Name when answering the question 'How are you raising sponsorship' in the online registration form.
 - The walkers should understand that their details will be provided to your charity, or corporate sponsor as appropriate.

C: OTHER HELP WE CAN GIVE:

Landing Pages: we can provide dedicated landing pages on the walk web site where you can give specific registration and fundraising instructions to your supporters.

Charity Specific Posters: We can provide masters or walk logos, images, etc for you to use on your own posters.