



The TTC20+2 fundraising challenge....hints, tips and great ideas!

So you've got your car, you've booked your accommodation and you're getting excited about your fancy dress and looking forward to an amazing Twin Town Challenge weekend in Le Touquet.

But stop. Think. Why are 120 £500 cars and 600 people driving to France? The answer is to raise money for SpecialEffect! In fact, one of the challenges is to see who raises the most money – there's even a special Cally Robson fundraising cup for the winning fundraising team.

Here are a few ideas for how your TTC20+2 team and your organisation can maximise the fundraising element of Twin Town Challenge.

- 1) Organise a fundraising event. How about a pub quiz or a comedy night? This year's TTC theme is the Battle of the Bands, so a karaoke night would be perfect and lots of fun. Sell tickets to other TTC teams and businesses. Lay on a simple supper and a bar (it's always good to have a bit of alcohol to get people digging deep to give money!). Have a raffle or do 'heads and tails' on the night to boost funds. Ask the TTC organisers to share your fundraising event on the TTC20+2 website and social media.
- 2) Get your suppliers to sponsor your car. In return for a donation, put a sticker on your car with their logo on. Or get them to sponsor one of the team - £50 for a fancy dress outfit for example.
- 3) Get people to sponsor you all the way to Le Touquet – it's 216 miles, so get a map, draw a route, sell each mile for £1 and that's £216 for SpecialEffect! (If you sell all the miles there, then just sell the 216 miles back to the UK!)
- 4) How about a treasure map – divide a street map of Le Touquet into 100 squares and sell each one to staff for £1. Under 1 lucky square there's a prize of £50, so you make £50 profit (and the winner might just give the prize back as it's for charity).
- 5) Cycle to Le Touquet on an exercise bike. Get a group together and cycle the distance to Le Touquet. Do it in your reception and get people to put money in the bucket – do it in the street outside your office and get passers by to contribute or do it in your local supermarket.....
- 6) Have a team 'run' to Le Touquet or at least the same distance around your local park or town or business park. Make it a relay and get other TTC teams to run with you, get sponsors, shake a bucket.

All these activities can help you to get really good content for social media, for newsletters, blogs and your website. Use #TwinTown20 and the TTC team will like and share your posts.

One of the teams in the very first Twin Town said that it was the "best fun raising money for charity" they'd ever had, so we're looking forward to seeing what you get up to for a great cause! Getting the whole business to join in with the fundraising helps them to all feel part of Twin Town even if they're not in the car to Le Touquet.

Finally, if you need a reminder as to the huge difference your fundraising can make to SpecialEffect, read some of their amazing stories here: <http://www.twintown.org.uk/the-cause>

Find out more at www.twintown.org.uk or email support@twintown.org.uk or call us on 01993 220666