



75 IN ACTION

75
Bromley
mencap
Years

FUNDRAISING PACK

**Celebrating 75 years of
Bromley Mencap**

Fundraising Participant Guide

Thank you for being part of Bromley Mencap's 75th anniversary fundraising activities. By taking on one of our challenges, you are helping ensure disabled children, young people and families continue to receive the support they need.

This guide explains:

- What you're fundraising for
- How each challenge works
- How to set up your JustGiving page
- Tips to help you reach your fundraising target

What Are You Fundraising For?

Family Futures

All funds raised through our 75th anniversary challenges will support Family Futures, Bromley Mencap's Children and Young People's Wellbeing Service.



Family Futures provides early, preventative support for families with disabled and neurodivergent children, helping them access advice, build confidence and connect with peer support.

Many families struggle to find support before challenges reach crisis point.

Family Futures helps by providing:

- ✓ Early guidance for parents and carers
- ✓ Workshops and wellbeing support
- ✓ Opportunities for families to connect with others facing similar challenges
- ✓ Support that strengthens resilience and confidence

By fundraising for Bromley Mencap, you are helping ensure families can access the right support at the right time.



75 in Action

A Self-Managed Sponsored Walk

What is the challenge?

75 in Action is a flexible walking challenge that you can complete in your own time throughout July.

Participants are encouraged to complete a '75 your way' challenge during the month, either individually or as part of a team.

You can celebrate 75 years by doing a walking challenge that suits you.

Some Ideas:

- 7,500 steps a day for the full month
- 75 miles across the month
- 7.5 miles walk each week
- Walk up & down 75 flights of stairs
- 75 laps of your local park



The aim is to make the challenge accessible, achievable and enjoyable.



Fundraising expectation

We suggest a fundraising target of **£50!** However, many participants choose to raise more.

Ideas For Completing Your 75 In Action

You Could:

- Walk around local parks or nature reserves
- Walk your commute instead of driving
- Explore new walking routes each weekend
- Organise a group walk with friends
- Walk with your dog
- Walk with family and children



You can track your miles or steps using:

- Fitness apps
- Smart watches
- Walking apps such as Strava
- Or a simple personal log



Setting Up Your JustGiving Page

Creating a fundraising page makes it easy for friends and family to sponsor you.

Follow these steps:

Step 1

[Click here to visit our Just Giving page](#)

JustGiving™

Step 2

Click “Start Fundraising.”

Step 3

Search for Bromley Mencap and select the relevant event.

Step 4

Create your fundraising page and personalise it by:

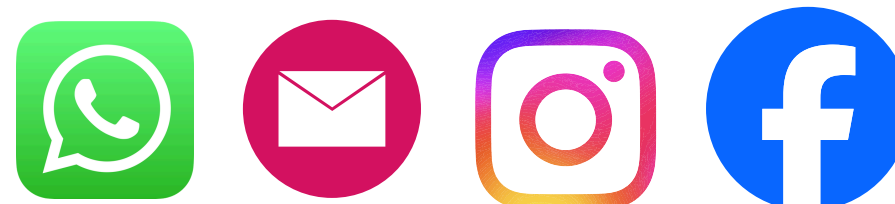
- Adding a photo
- Explaining why you’re taking part
- Setting your fundraising target

Step 5

Share your page with friends, family and colleagues.

You can share the link through:

- WhatsApp
- Workplace messaging platforms
- Email
- Social media



Acheiving Your Fundraising Target

People often underestimate how willing others are to support a good cause.

Here are some simple ways to boost your fundraising:

Start Early

The earlier you start sharing your page, the more time people have to donate.

Tell Your Story

Explain why you are taking part and why Bromley Mencap's work matters.

Ask Directly

Don't be afraid to ask people personally as many people are happy to donate when asked.

Share Progress Updates

Post updates as you train or prepare.

Celebrate Milestones

If you reach £100, £250 or £500, thank supporters publicly.

Use Social Media

Short posts, photos and training updates can encourage donations.

Ask Your Employer

Some workplaces offer match funding, doubling what you raise.

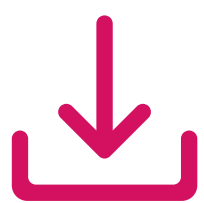




Share your challenge on social media

Help spread the word about 75 in Action by sharing your challenge with friends and family.

We've created a set of simple social media templates you can use to promote your fundraising.



[Download your
social media
templates here](#)



Personalise your post

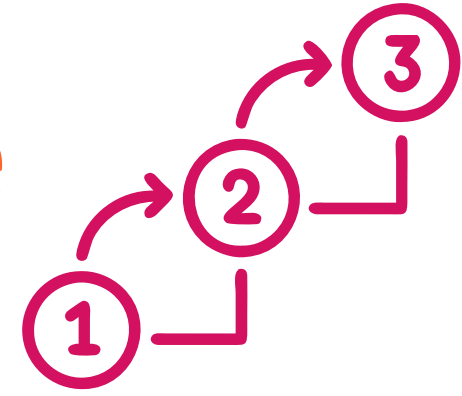
You can keep it simple – there's no need to edit the image if you don't want to.

Just add your message and your JustGiving fundraising link in the Facebook caption when you post. If using Instagram, you can add your link in your bio or share it via Stories.

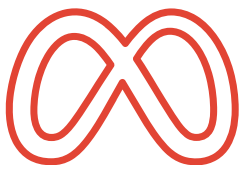
Sharing on Whatsapp is also an easy way to encourage more donations!



Step-by-step social media guide



Download the template image to your phone or computer



Open Instagram or Facebook and create a new post



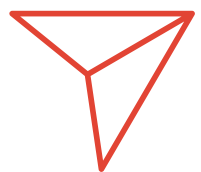
Upload the image



(Optional) Add extra text using the platform's text tool



Add your fundraising link in the caption (or bio if Instagram)



Share your post with friends and family



TOP
TIPS



Sharing your progress during the challenge can really help encourage donations.

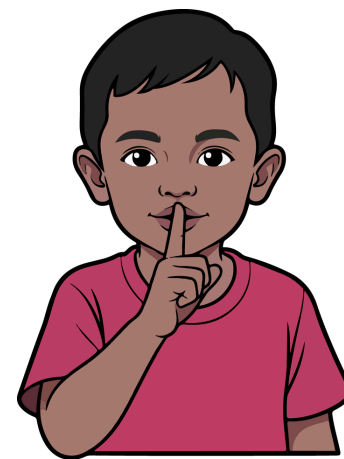
A gentle reminder can often be the nudge someone needs to donate.

Top Fundraising Ideas

You can boost your total by combining your challenge with additional fundraising.

Ideas include:

- Bake sale
- Quiz night
- Office sweepstake
- Sponsored silence
- Charity dress-down day
- Birthday fundraiser



We can help with:

- Fundraising ideas
- Social media posts
- Sponsorship forms
- Advice on reaching your target



Our fundraising team will support you throughout your challenge.





THANK YOU FOR FUNDRAISING FOR US



020 8466 0790



enquiries@bromleymencap.org

Thank you for supporting Bromley Mencap's 75th anniversary and helping us continue supporting families for the next 75 years

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