



MOVE 22 EMPLOYEE FUNDRAISING TOOLKIT

IT'S GAME ON



GETTING STARTED

THANKS FOR DOWNLOADING OUR MOVE 22 TOOLKIT

Over the next few pages you'll find information to help you make the most of Move 22 and hit your fundraising target.

From fundraising tips to sharable content we've got it all covered. All you need to do is copy, paste and send. And move, of course!

Good luck and thank you. You really are changing lives.

From Rebecca and the Sport Relief team

PS if you need any support, just drop us a line at fundraising@comcirelief.com

OVERVIEW



GET READY TO MOVE FOR CHANGE.

Between 28 July and 8 August, people up and down the UK, and around the Commonwealth, are raising money for Sport Relief by moving 22 miles (or doing something memorable 22 times!) over the 12 days of The Birmingham 2022 Commonwealth Games.

You can be part of the action this summer. All you need to do is lace up those trainers, slip on a sweatband and Move 22. Walk or run, use two wheels or four, or mark off your miles in your own creative way. Go solo, do a team relay or race to the finish against your friends. Don't want to move miles? You don't have to! Tailor the challenge in a way that suits you by doing something memorable 22 times.

The money you raise will help tackle inequality, improve mental health and help young people to survive and thrive – whether they're down the road or across the globe.

It's game on.

HOW TO REGISTER

Follow these four easy steps to join the challenge!

1

Sign up

Complete our registration form online to receive your exclusive Move 22 T-shirt and set up your JustGiving page all in one go - simple!

2

Pick your challenge

Run, swim, cycle, pogo, or do something memorable 22 times - as long as you 'move 22', it's up to you. Not feeling a distance challenge? No problem: you can move '22' in a way that's right for you.

3

Complete your challenge

- during the Birmingham 2022 Commonwealth Games, from 28 July to 8 August, wear your T-shirt and get moving. We'll be with you all the way as you change lives for the better.

4

Drum up support

Use our digital tools and share your JustGiving Page far and wide.

TOOLS AND RESOURCES



FUNDRAISING TIPS

Once you've signed up to Move 22 online the next step is raising crucial funds to help change lives locally, nationally and internationally. Here are our four hot tips to help you make the most out of your activity.

When following this advice, please do not use any of the Birmingham 2022 (including but not limited to the B device, Perry or any related rights), Sport Relief, United by 2022 Legacy Charity or Commonwealth Sport Foundation logos.

1. Personalise your JustGiving page. We've made a start for you – but feel free to tweak this so it's unique to you. Tailor it to tell the world what you're specifically doing, upload a photo of yourself or your team, set a fundraising target. Don't be afraid to be ambitious!

2. Shout about it. Use the content below to shout about Move 22 to your networks. You can promote it internally in your newsletters or on your intranet to drum up as much support as possible – and encourage your colleagues to share progress updates on social.

3. Ask your employees to do the same. People who share why they're raising funds, or who donate to themselves, often start the donation ball rolling and get more support. Chip in if you can!

4. Tell your networks. Whether you want to go head to head as a (friendly!) competition, or if you just want to get your friends or family involved, sharing is caring and if you lead by example others will follow.

SOCIAL MEDIA POSTS

Here are some posts you can use on social to shout about all your great work. Include a link to your JustGiving page and a photo of you or your team to drum up support and add that personal touch!

I'm taking part in Sport Relief's Move 22 fundraising challenge. This summer I will be <insert your activity – eg. jogging 22 miles in 12-days> to raise crucial funds that will help tackle inequality, improve mental health and help young people to survive and thrive. Sponsor me today by visiting my Justgiving page (<your Justgiving link>) – or get involved yourself by signing up at www.comicrelief.com/move22/signup

Over the next 12-days, I'll be <insert what you'll be doing> to raise <insert your fundraising target> for Sport Relief. The funds I raise will help tackle inequality, improve mental health and help young people to survive and thrive. Show your support – donate here if you can: <your Justgiving link>

It's day three of the Move 22 challenge and I'm already feeling the burn. If you can, help me reach my <£xxx> fundraising target: donate today. <your Justgiving link>

The finishing line's in sight!. I'm <remaining money to hit goal> short of my <insert your fundraising target>. If you're able to, please donate today to help me raise crucial funds to help change lives. <your Justgiving link>

EMAIL

EMAIL TO EMPLOYEES

Calling <organisation> employees!

Between 28 July and 8 August, people up and down the UK, and around the Commonwealth, are raising money for Sport Relief by moving 22 miles (or doing something memorable 22 times!) over the 12 days of The Birmingham 2022 Commonwealth Games. The money raised will help tackle inequality, improve mental health and help young people to survive and thrive.

To take part, all you need to do is go to www.comicrelief.com/move22/signup and select how you'll move 22. You can walk or run, use two or four wheels, or mark off your movement in your own creative way. Go solo, do a team relay, or race to the finish line against your friends. It really is up to you. We hope you'll join us: the money raised really will change lives.

Thanks,
<Sender>

All funds raised will go towards Sport Relief. Sport Relief is an initiative of Comic Relief, operating name of Charity Projects, registered charity in England & Wales (326568) and Scotland (SC039730). Comic Relief intends to split all proceeds equally between Comic Relief and registered charities United by Birmingham 2022 Legacy Charity (1193875) and Commonwealth Sport Foundation (1173238).

THANK YOU



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