

Challenge yourself!

Go big with your fundraising and do something different, scary, and a lot of fun!

If you want to take your fundraising to another level then why not take on a big challenge. Why not create your own daring fundraiser that pushes you to your limit?

Sporting challenges

Whether it's walking, cycling, running, swimming or something else, sporting challenges are a really popular way to raise money. Push yourself to do more than you've ever done before, as people are more likely to sponsor you if they know it will be hard work! If you've never run before, go for a 5k. If you've mastered a half marathon, go for a full marathon. Alternatively, add a twist to your challenge to increase the difficulty. Walk with a friend 3-legged race style, run with a heavy rucksack or wear a costume. If you can find a way to link it to your chosen appeal, even better!

Extreme challenges

Test your nerve and do something scary to raise money! Do a bungee jump or skydive, abseil down a tall building or something else that gets your adrenaline pumping and your heart racing. Discounts are often available for people who are raising money for charity, so don't forget to ask when booking your activity.

Novel challenges

Everyone loves novelty, so why not do something really unusual? Do a sponsored bunny-hop, speak in rhyme for a day, shave off your eyebrows – the possibilities are endless! Challenges that people have never heard of before really capture the imagination and may encourage more people to donate, so be inventive!

Break a world record!

If you want to try something really ambitious, you could make a world record attempt! Visit the Guinness World Records website to find a record you think you can break, and don't forget to notify the officials of your attempt to be sure that it is accepted if you are successful. Aim to get lots of people to watch your attempt and ask them to donate while they are there, as well as gathering sponsorship beforehand. Be sure to ask people to sponsor you to attempt the world record rather than break it, so you can still collect the money even if you're unsuccessful.



Challenge yourself! (continued)

Things to think about

Make it personal

Make your challenge specific to you to make it extra interesting. Why not face a fear or give up something you love? If you're scared of heights, a bungee jump might get you a lot of donations! Does everyone know how much you hate exercise? Do a sporting challenge! Do your friends call you a chatterbox? Do a sponsored silence! Are you a chocoholic? Give up chocolate for a month!

Spread the word online

Online donation pages such as JustGiving.com are ideal for sponsored challenges. It makes it quick and simple for your family and friends to donate, and can be easily shared on your social media channels. Don't neglect your page once you've set it up – try and add pictures and updates regularly, especially if you are training and preparing for your challenge. This will keep people interested and gives you an excuse to keep posting links to your page without getting repetitive.

Spread the word offline

Not everyone will be computer savvy, so you might want to carry around a paper sponsorship form as well, especially if you're asking people for sponsorship who may not be comfortable with the internet. You should also consider having a collection tin with you as you complete your challenge so people can have the chance to give you a last-minute cash donation.

The press

Tell the local newspaper what you're doing, especially if you're doing something unusual or have a large group taking part. Providing a ready-written press release can often increase the chance of your story being published as it requires less preparation time. Approaching your local radio station is also a good idea – you may get a chance to do an interview about the challenge and Penny Appeal.

Get in touch!

Need some more ideas or advice? Get in touch with our friendly fundraising managers by emailing challenges@pennyappeal.org or calling 03000 11 11 11.

#TeamOrange challenges

Penny Appeal organises a number of regional, national and even international challenges every year, so keep checking the TeamOrange Facebook page to find out what's coming up.