

TAKING PART IN

THE 100 DAYS CHALLENGE

FOR HOME-START TRAFFORD, SALFORD AND WIGAN

CREATE A NEW GOOD HABIT AND
RAISE MONEY FOR HOME-START

www.hsts.org.uk/100-days-challenge

Set yourself the challenge of doing one thing for 30 minutes every day. It could be something sporty like running, cycling or swimming. It could be something good for mental health like reading a book, doing yoga or going for a walk. You could learn a new skill like practice an instrument or teach yourself coding.

Whatever you do, do it every day for 30 minutes, and ask your friends and family to sponsor you. All donations raised will support Home-Start Trafford, Salford and Wigan's work supporting families in crisis and struggling to cope. The money you raise could pay for volunteers to be trained, give a family a day out, enable a Home-Start coordinator to spend time with a family and much more. How to get started:



TOP TIPS ON THE NEXT PAGE:

- **Set up a Go Fund Me page**
- **Tips for raising money**
- **Example posts**
- **Key dates**
- **100 day tracker**
- **Progress badges**





IT TAKES 100
DAYS TO FORM
A NEW HABIT.

STEP 1: CHOOSE YOUR NEW HABIT

www.hsts.org.uk/100-days-challenge

They say it takes 100 days to form a new habit. Whatever it is be it sporty, mindful or learning a new skill, why not turn your personal challenge

into a chance to raise money for Home-Start and not just change your life but the lives of families living in your community.

STEP 2: SET UP A GO FUND ME PAGE

www.gofundme.com

Hop over to Go Fund Me and set up a fundraising page, selecting Home-Start Trafford, Salford and Wigan as the beneficiary charity.

Include a photo of you doing your challenge and update the story - make it personal and people will be more likely to donate.

STEP 3: CHOOSE A DATE

When will you start your challenge?

- Finish at Christmas? Start on 16 September
- Finish on New Year's Eve? Start on 22 September
- Finish on your birthday? Count back 100 days!

Or pick another date. Use a date calendar to work out when to start your challenge:

<https://www.timeanddate.com/date/dateadd.html>



STEP 4: START RAISING MONEY

Setting up a sponsorship page is just the beginning. Now you need to tell people about your challenge and

convince them to sponsor you! These tips will help you to raise as much as you can for your challenge.

TIP NO. 1: TELL YOUR STORY

Fill in the 'story' part of your sponsorship page. Make sure you include something emotive about why you love Home-Start and why you are doing this.

TIP NO. 2: FIRST SPONSORS

Get a couple of people to sponsor you before you send the page out wider. Don't send out an empty sponsorship form. You want the first couple of donations to be at the higher end of the average you are hoping for. That will encourage subsequent donors to give more.

TIP NO. 3: ONE-TO-ONE

For people you know well, send personal emails tailored to them, with the link. People are much more likely to donate from a personal email rather than mass email.

TIP NO. 4: GO SOCIAL

Post your link on your social media profiles and include a) the (short) story of why you are doing what you are doing and b) a 'teaser' photo of what you are planning to do.

TIP NO. 5: ASK MORE THAN ONCE

The first time you post on social media, most people will miss it. The second time, lots of people will think "oh that's nice, I'll sponsor them" but not get round to it. Make sure you post (different) posts at least three times to catch people.

TIP NO. 6: MAKE YOUR CASE

Explain why the charity are worthy of donations. Tell their story. Use things like videos and case studies if you can find them on their website or YouTube channel.

TIP NO. 7: SAY THANK YOU

As soon as someone has sponsored you, drop them a message to say thank you. Add comments to your posts to say thank you to your sponsors too. Name them, if appropriate.

TIP NO. 8: AFTERWARDS

When you've achieved your challenge, post something the next day about your experience. Tell people how much you've raised and say there's still time to donate. Say a heartfelt thank you to all of your donors.

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STEP 5: EXAMPLE POSTS

Here are some example posts to get you started. Use these as a starting point but make them your own. Don't be

afraid of posting up lots of updates. The more you post, the more you'll get sponsored.

POST NUMBER 1: TELL PEOPLE ABOUT YOUR CHALLENGE

For example: "I don't know quite what I've done but I've managed to get signed up to the 100 Days Challenge for Home-Start Trafford, Salford and Wigan. Starting tomorrow, I'll be [your challenge] every day for 100 days. I've been wanting to do this for ages but [what has got in your way] and joining the challenge seems to be the perfect way to keep me motivated but also to raise money for a charity I love. Home-Start is brilliant because [your reason]."

Include the link to your Go Fund Me page and a photo or video.

UPDATE POSTS:

Every 10 days or so (or more often if you like) give people an update on your progress. Tell them what has been hard, or what you have learnt. Always include a photo and the donation page link.

SAY THANK YOU:

For example: "A huge thank you to [name your donors] for sponsoring me. I'm blown away by how generous you have all been and I'm already [%] towards my target. Thank you!". Remember, include a photo and the donation link.

MARK MILESTONES

When you are 25, 50 and 75 days in, give updates on your progress. Say how many days you have done and how many you have to go. If you are doing a challenge that can be counted, tell people how many miles you have covered, how many pages you have read or how many minutes you have dedicated to your challenge.

CELEBRATE ACHIEVEMENTS

If your challenge involves improving performance or learning a new skill, celebrate your achievements as you go.

TELL HOME-START'S STORY

Tell your supporters more about Home-Start. Share videos and stories about the families we have supported.

COUNT DOWN TO 100 DAYS

As you approach 100 days, let people know and post more frequently. When you get to your final day, let people know what you have learnt and why it has been brilliant to do!



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100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

I AM TAKING PART IN THE 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

10 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

20 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

20 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

30 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

50 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

40 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

60 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

70 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

80 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

90 DAYS DONE IN MY 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START

I COMPLETED THE 100 DAYS CHALLENGE
FOR HOME-START TRAFFORD, SALFORD & WIGAN

HOME START