

REFUGEES
ROCK

CLIMBS EVEREST*

Refugees Rock Fundraiser Toolkit: Everest* Challenge Event

* (Sagarmāthā / Qomolangma)

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The concept

This is a team fundraising event and endurance challenge. The aim is to climb the equivalent of Mount Everest at your local climbing wall in a designated time frame (dependant on team size and fitness levels). You can allow other climbers at the wall to add to your tally making it a really community event and maximising the opportunity to get people involved and donating!

The first event was held by the Liverpool Refugees Rock at The Climbing Hangar and raised £3500! That event was such a success that we decided to put this toolkit together so other Refugees Rock groups around the country can use it.

If you use this toolkit please know it's just an outline of key things and you might decide to add your own ideas. After you've completed your own events please let us know if you think there is anything we should add to this toolkit.

The Liverpool event

One of our Liverpool Boulder Buddies had the idea to run the event and enlisted the climbers through our Boulder Buddies WhatsApp group and their climbing friends.

We had a team of 12 climbers and a few extra boulder buddies who helped the day run smoothly. We were lucky to have the full support of The Climbing Hangar throughout the planning stages, promotion and running of the day itself.

We started climbing around 9.30am and had reached our target climbs by around 1pm. Some of us carried on climbing past the target and we all finished climbing around 2.30pm. It had been our intention to screen the Refugees Rock film in the evening but we cancelled that as everyone was shattered! In hindsight it may have been better to start the event later in the day to maximise on people coming to the wall and so that we could have screened the film and announced the raffle winners etc.

Planning the event

1. The climbing wall

First off you need to get your local wall on board, you'll need their full support and backing. Please check that their insurance would cover the event and let them know that you can provide a Risk Assessment if required (there is an example in this toolkit). You will want to arrange to have a table or designated area that can act as your basecamp. This is where you will display your tally board, sell any drinks or cakes you might have, give information about the event and Refugees Rock.

2. Partnerships

Ask your climbing wall if they have any partnerships with brands that might donate prizes or sponsor the event etc. For example The Climbing Hangar donated some merchandise for our raffle (see point 6 on next page) and also gave us crates of Tenzing to sell on the day. They also helped us to engage a local coffee company; Neighbourhood Coffee who came along on the day and set up a coffee stall where they gave away free coffee and also did lots of social media coverage.

3. The climbers

Please remember this is an endurance event! All climbers need to be of a reasonable level of fitness and understand that this is an endurance challenge, they should be competent climbers and used to doing long sessions - or be prepared to do some training to withstand longer sessions. The main problems that occur are sore skin (hands) and sore feet from spending

prolonged time in climbing shoes. Some climbers might choose to wear gloves to reduce skin damage and if the climbing wall allows it you could swap climbing shoes for approach shoes.

4. Helpers

It's a good idea to find some willing volunteers to help out on the day. Their role will be stay at the 'basecamp' to help keep tabs on the tally and to chat to people in the climbing wall about the event.

5. The climb

For the Liverpool event we had 12 climbers, this meant we had to aim to climb approximately 185 climbs each to equal the height of Everest. The advantage of having a large team like that is that we knew that we could have a range of fitness levels as some of our climbers were experienced enough to complete well over the target allowing some of the less experienced to not have to climb as many. As a team we decided you can climb any grade climb you want but only counted the ascent not the down climbs.

How you count the climbs is up to each climber, but you will need a way of keeping a regular tally that suits you all. We simply had paper and pens at our designated table where we marked our climbs under our names and then every hour or so we did a total tally to keep any eye on progress. This was then shown on our A-board with a little magnetic climber. (See the assets pack for A1 poster).

Planning the event

6. The raffle

The Liverpool event tagged a raffle onto the donations push, however this became complicated and may also breach Crowdfunder rules. So we suggest running your raffle by selling tickets on the day to generate extra revenue. You should still promote this prior to the event to entice people to come along on the day and get involved. (The prizes we had were a Refugees Rock T-shirt, a Petzl harness, a chalk bag and a Climbing Hangar hoodie)

7. Collecting sponsorship money

The best way to do this is via the Refugees Rock Crowdfunder account. Your fundraising page will be set up as a separate campaign, linked to the main account - one of the central team can set this up for you and provide a QR code. Doing it this way means we can collect Giftaid on donations. All money that comes through the project will be ringfenced for your group. We also used SumUp to enable people to pay for the Tenzings we had for sale. SumUp can be set up on a smartphone and again linked directly to the RR bank account. To make all these arrangements please get in touch with head office.

8. Promotion

Make a campaign plan for social media (and other outlets if using). We used a basic plan like this:

Week 1: First announcements (a generic overview of the event, when, what, why, how)

Week 2: Meet the climbers / raffle announcement

Week 3: Follow up 'reminder' posts

Week 4: Consider creating short video content at climbing wall (video gets more traction than static posts)

In days before: More reminder posts and raffle prizes etc

On the day: Takeover of RR instagram and document the day as it goes

Speak to RR head office if you want to do any filming or extra promotional stuff on the day.

Throughout all promotion ask your climbing wall to post content too (you can provide them with the assets so it's not much work for them) and also get your climbing team to do the same.

Tip: On the day you might want to designate the job of creating content for Instagram to one person... hopefully someone who enjoys that and is instagram savvy!

Planning the event

9. The week before

In the run to the big day you'll need to make sure you have everything organised...

- **Your team** – check in with all your climbers regularly to check on health/fitness and to remind everyone to keep asking for those donations!
- **The helpers** – make sure your helpers are all set and everyone knows timings for the day
- **Check in with your climbing wall** to make sure they are all happy with preparations.
- **Hammer the socials** and all your contacts for donations!
- Arrange takeover of RR instagram channel for the day

10. On the day

Please remember this is an endurance event and when arranging something like this we have a duty of care to all those involved.

Make sure your climbing team is resting, refuelling and hydrating throughout the day! Check in with your team on a regular basis to ensure people are fit and well.

If you have any members of your refugee community taking part please make sure you are providing them with transport, food and drink.

Keep posting regular updates on instagram of the day.

Make sure the tally is being properly counted and share updates.

Make sure there is always someone at your table to talk to the climbing wall customers and promote donating!

Things you need

Pre-event

- Posters (for climbing wall)
- Social media assets
- Campaign plan

On the day

- A-board or similar to mount the tally board on – ideally a magnetic white board works best (with A1 tally poster attached to it)
- A magnet to use as the marker on tally board (we cut out a climbing figure and arrow and attached it to the magnet)
- A trestle table (or use of a cafe table, dependant on your wall)
- A4 info posters – 1 with QR codes for information about RR and Crowdfunder page and 1 with raffle info (display these on your table so people can easily use)
- Paper and pens for climber tallies
- Raffle tickets
- Drink/cake sale – optional extra!

There are some visual assets and templates available in the Refugees Rock canva account. Please contact head office for access.

Example timeline

You can work to your own timeframes but this is how the Liverpool event played out:

Week 1

- Contacted climbing wall to discuss the event and decide on a date for the big day.
- Reaching out to partner organisations for raffle prizes
- Get your team together; the sooner you know your team size the better as this will dictate how long you'll need and if you need to make any extra considerations around fitness / experience levels.

Week 2

- Finalise plans with the climbing wall, logistics like set up time, start time, end time and any other arrangements required
- Set up crowdfunder page

Week 3

- Create and share first wave of promotional assets (posters for the climbing wall, social media posts, Meet the climbers etc)

Week 4

- Regular promotion of the event on socials - highlight things like the raffle if doing one.
- Ensure all climbers are sharing the social media posts or sharing the info in other ways if not on social media
- Secure raffle prizes (see notes on page 4)

Week 5

- Regular promotion of the event on socials
- Get all climbers to reach to friends and family for donations if not already done so – a lot of us in Liverpool sent out a broadcast WhatsApp message to all contacts which yielded a good amount of donations

Week 6

- Regular promotion of the event on socials
- Prepare stuff for the day (Tally board, posters, any food and drink to consider if providing)

Week 7

- Final push for donations
- Double check all plans/itinerary for the day
- The event!

Asset examples

These are some examples of promotional materials produced for the Liverpool event.



A4 poster for climbing wall



Instagram post



LinkedIn post

REFUGEES ROCK
CLIMBS EVEREST*

We're climbing the height of Everest (Sagarmāthā / Qomolangma) to raise funds for the Liverpool Refugees Rock group.

What is Refugees Rock?

Donate here...

refugeesrock.org | crowdfunder.co.uk/p/everest-liverpool

@refugeesrock

REFUGEES ROCK
CLIMBS EVEREST*

CLIMBING PRIZES TO BE WON!

12 climbers,
1 climbing wall,
1 day...
but who will send the most!?

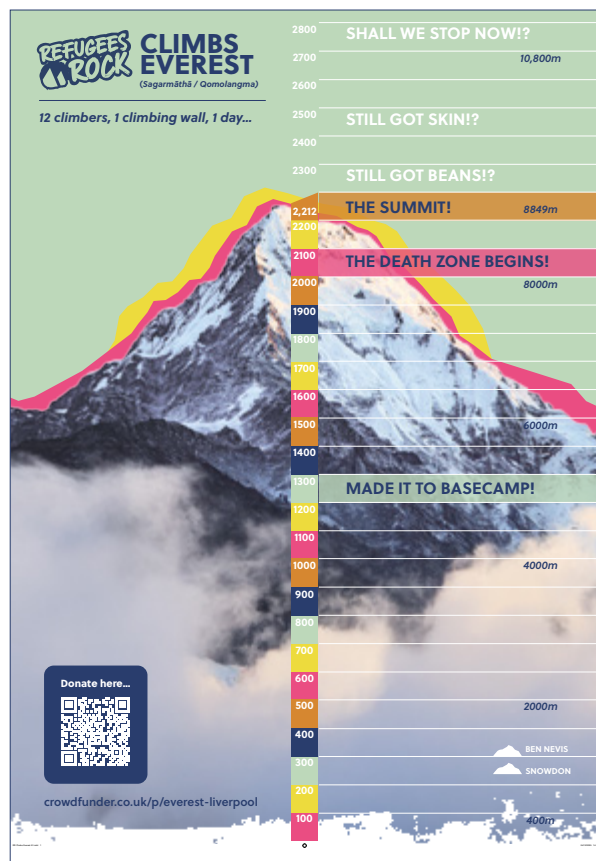
Donate today to be entered into our raffle to win some climbing related goodies*!

*includes Climbing Hangar merch, Petzl harness and chalk bag!

When you make a donation, you will have the option to leave a comment on the project page (please note: you can't do this if you donate anonymously). Enter the name of the climber you want to back in the comments box and we'll enter you into the raffle.

crowdfunder.co.uk/p/everest-liverpool

A4 posters for table (on the day)



A1 Tally poster

Risk Assessment example