



Gloucestershire Historic Churches Trust

The 36th Ride+Stride Event on Saturday 9 September 2017

Dear Local Organiser,

24 May 2017

Thank you very much for your continuing support for the GHCT Ride+Stride Event in Gloucestershire & North Bristol. As you most probably know, collectively you raised nearly £50,000 last year, the highest ever for our region. *How do we follow that?*

In this covering letter, I have made some items **bold** for your consideration. I believe those items are a good way that we can follow last year's success with another one. I am happy to hear any ideas you might have, as always.

Ride+Stride is our main fundraising event of the year although the charity raises and receives a lot of money from other sources. Last year GHCT gave out £130,000 in grants and this year it is going up to £140,000. This is the very real consequence of the work that you do. The more money we can raise from Ride+Stride, the higher the chance we have of providing more grants.

It makes sense for every church to try to fundraise for us because it benefits the church directly with the 50% refund and also indirectly through more grant capacity. However, I have over 400 churches that are not taking part, even to open on the day. To grow, we need to reach these churches and to do that we could use some local help to introduce us. **Can you help us with this?**

The Big Picture

I would like to share part of my vision of Ride+Stride and what I am trying to do with it because I think it might help some people to understand the reasons behind some of the changes I am bringing in. In general, I'm trying to add options not remove any.

1. I want to **increase the number of churches that are fundraising for us** as this encourages them even more by their refunds and spreads the word. It increases the money we raise without expecting more from those that are already fundraising. It also might reduce the impact of losing a fundraising church one year but that does depend how much they usually raise.
2. Although it is called Ride+Stride, you can be sponsored for so many other things including driving. We need to get the message across that any church that wants to support us can now do so. **Every church will have someone with a car!**
3. We try to refund your 50% of the money raised before the end of the calendar year. There are only about 11 weeks for me to process all of your forms regardless of the number of churches that take part so as we expand, it will become harder to achieve this goal. I process the forms to identify (a) your refund (b) our prize winners (c) statistics for the National Churches Trust. To help me do this, I have to **identify ways to be more efficient** and that often requires changes to the forms.
4. I want to raise the profile of the event on the day by the use of **banners and boards**. This will help to get more people involved in fundraising for you and us and stops a church being limited by its congregation size. We need to get across the benefits of **early advertising** as it increases your chance of finding participants outside your church. **Reach out to people!**

The Event Pack

This pack contains all the paperwork I think you should need and is personalised where requested and when possible, by looking at what you needed last year. If you have any questions or need me to send you anything, please feel free to contact me. Copies of the items in the event pack are available to print from our online Document Library. See the *Useful Information* table.

The biggest changes are to the Sponsorship Form. I want to stabilise the forms as soon as I can but I'm not quite there yet. It is not trivial to accommodate a varied set of needs in one form. The following reasons are behind the changes this year:

1. Collections made at events would be attributed to the relevant church(es) but the participants might not be credited. All people participating in an event put on for Ride+Stride should also be credited for the money raised as if it was achieved by personal sponsorship forms. From 2017, these participants will receive their due credit and be eligible for our prizes too.
2. Some people said they didn't have enough room for the many churches they visited.
3. Some people said they didn't have enough room for the many sponsors they found.
4. Some people completed the form as a couple despite the form only having questions for one participant.
5. We need less data from most participants and only need the postal address for prize winners so we don't ask for it now.



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There is only a finite amount of space on the form and if I make one section bigger then something has to go and one set of people will be happy and the others unhappy. The only logical solution I could see is the one I have chosen. There is still a single Sponsorship Form as before. I have moved the churches visited log onto page 2 and made it bigger; it now supports 38 churches. I have made the last 2 pages completely for gathering sponsors, 40 of them. The form still only has room for one participant. I have created 3 extension sheets for you to add more space where you need it. The “churches visited” extension sheet allows you to log another 100 churches visited. The “new sponsors” extension sheet adds another 40 sponsors per sheet. The “participants” extension sheet allows you to add more participants to the sponsorship form so it can be shared. **Please prepare early. Work out what your participant profile is then look into how the paperwork needs doing. I’ve made some Help Sheets.**

Things to do and note

1. Do get familiar with your Local Organiser Handbook as it details what to do all year long. **Keep a copy on your computer.**
2. Please recycle any old Ride+Stride forms you may have. Using old forms causes real problems as it may have the wrong Gift Aid words and the wrong questions for our current systems. **Please tell me if I’m sending you too many forms.**
3. Please check the event map and let me know when you will be open, when you have a welcome party and if you will be providing refreshments. If the map pin for your church is yellow, you haven’t told me yet. **Email or phone or complete Q8.**
4. Please **notify me of any cycling or walking routes** as it means I can tell the churches on route that they can expect visitors.
5. Don’t forget to **create a JustGiving page** and contact your remote family and friends for support. Less paperwork too!
6. Our new forms **capture the age range of all our participants**. If this is unknown for someone, please enter UNKNOWN.
7. Individuals/groups are automatically entered for the relevant prizes but if a participant really doesn’t want this, **please say**.
8. Please **do not send Ride+Stride material** (e.g. money/forms/reports) **to anyone except the County Organiser** i.e. Glenn.
9. If you want to be added to our publicity database, please **get in touch with Alex directly** via the website Contact Us page.

New Ideas – can you help?

1. We are trialling the use of banners to help advertise the event and hopefully raise church participation. **Do you want one?**
2. We are trialling the use of organised events whereby participants can **join others from another church** in their event whilst **still raising money for their own church**. The group registers its planned route with me and I will notify the churches.
3. We would like to try lunchtime meeting points to make the day an even more sociable day. **Can you suggest any locations?**

USEFUL INFORMATION ON OUR WEBSITE

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| Ride+Stride Entry Page | http://ghct.org.uk/ride-and-stride/ |
| Ride+Stride Event Map | http://ghct.org.uk/ride-and-stride/map/ |
| Ride+Stride Document Library | http://ghct.org.uk/ride-and-stride/downloads/ |
| Ride+Stride Local Organiser’s Home Page | http://ghct.org.uk/ride-and-stride/local-organisers-guidance/ |
| Ride+Stride Participant’s Home Page | http://ghct.org.uk/ride-and-stride/participants-guidance/ |
| Ride+Stride JustGiving Page | http://ghct.org.uk/ride-and-stride/justgiving/ |
| Ride+Stride Organised Activities | http://ghct.org.uk/ride-and-stride/organised-events/ |
| Ride+Stride Organised Meeting Points | http://ghct.org.uk/ride-and-stride/meeting-points/ |
| Ride+Stride Alternative Activities | http://ghct.org.uk/ride-and-stride/alternative-sponsored-activities/ |
| Ride+Stride Frequently Asked Questions | http://ghct.org.uk/ride-and-stride/faq/ |

Please bear with me as we re-align our systems to prepare for the desired increase in church participation! Advertise early, prepare early, check what paperwork you need with me in good time and you will soon get the hang of it. I’m here to help you.

Thanks and best wishes. Glenn, GHCT R+S County Organiser

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