

VENTURE SCOTLAND
#CHANGINGYOUNGLIVES
Outdoors

VENTURE *round* SCOTLAND

FUNDRAISER TOOLKIT 2026



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Outdoors

INTRODUCTION

Welcome to **Venture Round Scotland** – your chance to move for a cause and make a difference!

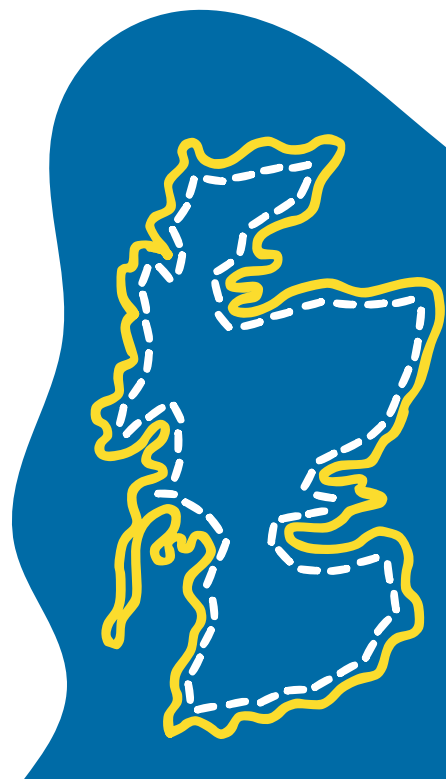
This September, we're challenging you to rack up miles and raise funds to help young people in Scotland access life-changing outdoor experiences through Venture Scotland.

Whether you're walking, running, cycling, swimming, or dancing your way to your goal, every step you take and every pound you raise will help us reach our mission of covering 11,646 miles – the length of mainland Scotland's coastline – and raising at least £11,646!

Inside this toolkit, you'll find everything you need to make your fundraiser a success, including:

- How to set up your JustGiving page
- Tips on how to maximise your fundraising
- Social media content ideas to spread the word
- How to reach out for support if you need it
- A special thank you for taking part!

LET'S GET MOVING AND FUNDRAISING!



SET UP & JUSTGIVING

JustGiving makes it super easy to collect donations and share your progress.

Go to our Venture Round Scotland campaign page:

VENTURE ROUND SCOTLAND

- Click 'Start fundraising'
- Set your fundraising goal – could you aim for £1 per mile?
- Personalise your page with why you're taking part, your target miles, and how donations will help
- Add photos and updates to keep supporters engaged
- Share your page with friends, family, and colleagues!

SET YOUR PERSONAL CHALLENGE

You can choose your own challenge based on what works for you.

Some ideas:

- Run 100 miles in September
- Cycle 233 miles (Edinburgh > Glasgow > Glen Etive > back!)
- Walk 10,000 steps daily
- Swim 50 lengths a week

No matter your challenge, make it FUN and keep fundraising!



MAXIMISING FUNDRAISING

You've taken the plunge; decided what you're doing and set up your JG page (remember we've got this helpful wee blog from a few years ago!)

Sometimes it can feel daunting to ask for donations, so we wanted to offer some support and guidance to support you to make the most of your miles this September!



Tell people **why** you have chosen to do something to support Venture Scotland - on your fundraising page, but also on social media, at work - people will love to hear your passion!

Share why you chose to take on **this** challenge - whether it's something you're committing to daily or a big 24 hour challenge - bring people in!



It can be helpful to **break your target down** (and bringing people together!) by hosting something - a pub quiz or a themed BBQ - with all funds raised going towards your Venture Round Scotland target!

And remember, you're not alone!

If you want to get involved in Venture Round Scotland, but aren't sure how; we're here to chat through your ideas, make suggestions and support you!

Once you're signed up - you'll have access to a whole community working together to **Venture Round Scotland!**

SOCIAL MEDIA

Social media is a powerful tool to inspire donations and keep people engaged. Use these ideas to keep your supporters excited:

Launch Post:

"I've signed up for **#VentureRoundScotland26**! I'm moving [X miles] and aiming to raise [£X] to support young people. Every donation helps! Can you support me? [JustGiving link]"

Why You're Fundraising:

"Venture Scotland helps young people facing challenges by giving them access to the outdoors. I'm taking on this challenge because [personal reason]. Every pound raised makes a difference! [JustGiving link]"

Milestone Post:

"I'm halfway to my goal! [X] miles done, [X]% of my fundraising target reached! Can you help me get to the finish line? [JustGiving link]"

Progress Updates:

Share photos or videos of your walks, runs, cycles, or swims. Tag **@VentureScotland** and use **#VentureRoundScotland26**

Tag & Challenge Friends:

"Who wants to join me? Challenge yourself to move for mental health & young people this September! Sign up at [link] & let's do this together!"

Final Push Post:

"Last few days to donate! I've covered [X] miles and raised [X]! Let's finish strong! Every pound helps – donate here: [JustGiving link]"

REACH OUT

Need help with your fundraising or have questions? We're here for you!

Join us on our special VRS Whatsapp Group!

Email us at: fundraising@venturescotland.org.uk

Call us on: 07572797890

DM us on social media: @VentureScotland

We can help with:



Fundraising ideas & motivation



Any questions about the challenge



Support with your JustGiving page



Social media shoutouts

**DON'T HESITATE TO REACH OUT –
WE LOVE HEARING FROM YOU!**

THANK YOU

A **HUGE** thank you for taking part in Venture Round Scotland! Your effort, movement, and fundraising mean the world to us and the young people we support.

Every mile you move, every pound you raise, helps change lives.

Because of you:

More young people will access the outdoors
More young people will gain confidence & resilience
More young people will see hope in their future

Keep going, keep fundraising, and keep making an impact!

Be proud of yourself – **you're making a difference!**

“

Without Venture Scotland, I wouldn't be here today.

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