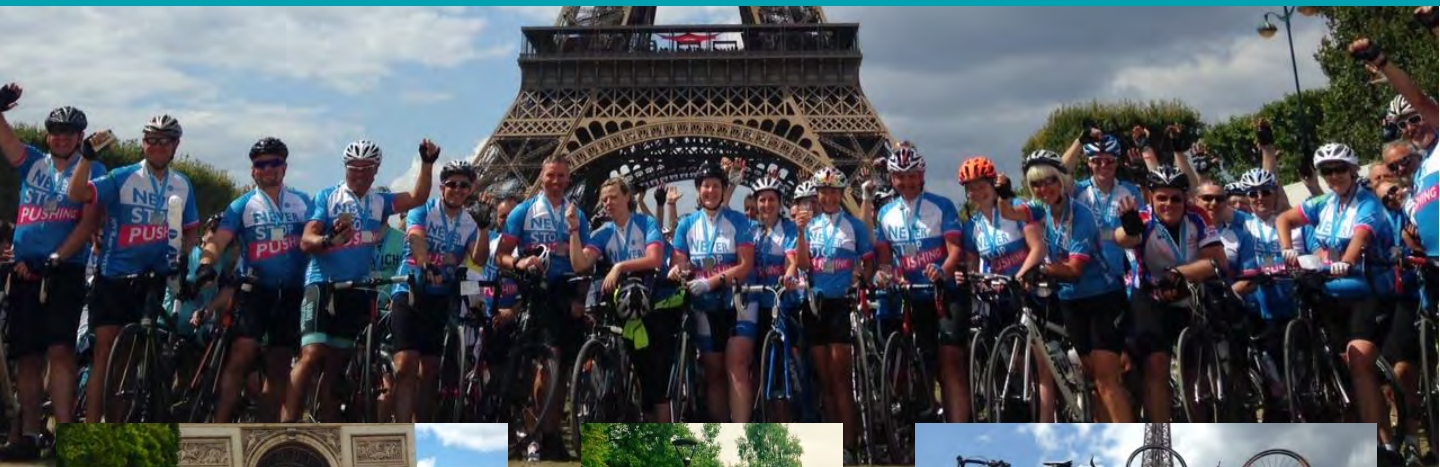


# Action Medical Research Success Story



**action** medical research  
for children

## London to Paris Cycle



**DISCOVER**  
*Adventure*

# FACTBOX



CHALLENGE NAME	London to Paris
TYPE	Cycle
DURATION	5 days
NO. IN GROUP	200 (average)
AGE GROUP	24 - 55



## CHALLENGE OVERVIEW

This challenge from London to Paris offered participants two routes, but both departing London and arriving in Paris at the same time. The routes pass through picturesque Kent countryside, and cross the Channel before continuing through the small villages and medieval market towns of Northern France.

Reaching Paris was a culmination of the hard days cycling and offered all participants the chance to witness the final stage of the Tour de France.





# The Interview



## Why does Action Medical Research decide to embark on running their own Bespoke Fundraising Challenge every year?

It enables us to guarantee minimum fundraising to the charity as well as to engage with our supporters more and on a personal level than an open challenge.

## Why did you choose Discover Adventure for your London to Paris Cycle Challenge?

We choose Discover Adventure not just because of our long history of successful and safe guided trips but also because of their enthusiasm and dedicated crew that they have working for them to deliver amazing and wonderful experiences for our supporters.



## What are the three key elements that you feel has made this challenge so successful?

The success of previous trips we rely on to bring returning supporters back again. A true understanding of the events we manage and to be able to talk to supporters passionately that will, in turn, encourage enthusiasm and registration. A thorough 12 month marketing campaign with competitive pricing and incentives.

Approximately **25% of our participants return** year on year!

## How do you think you have managed to maintain your fundraisers enthusiasm?

We use the challenges as chance to re-engage our supporters with new information about the work we are doing and the achievements that have been made. This ensures our supporters see a real benefit to them and the charity.

Regular contact with our supporters before and after the challenge is vital – these include incentive emails and praise for their hard work and commitment with both training and fundraising! Of course a successful trip will always keep folk engaged and we find that Discover Adventure trips guarantee fun and great time for all!

# The Interview



How do you go about choosing which challenge to do? Do you involve your fundraisers in this decision?

We use regular monitoring of what's *hot and not* in the world of challenge events, listening to our supporters to get a real feel of what interests them. In addition better profiling of our supporters helps to map out the challenges that we feel would best suit.

How do you support your fundraisers regarding gaining sponsorship and keep them engaged during the long lead up to the challenge?

- Regular email communication and inviting conversation!
- Praise with fundraising efforts – we like to let our participants know the difference they are making!
- Emailing regular fundraising handy hints and tips as well as inviting supporters to share their fundraising ideas.
- Offering a variety of payment options if fundraising is not their strong point.

## THE OUTCOMES

Most importantly, what are the three key ways in which this fundraising benefits your charity?

The money raised allows Action Medical Research to continue fundraising vital research right here in the UK. It also enables us to reserve funds for the future, in order to be able to continue our commitment of conducting a minimum of £3million worth of research every year – helping to change and save thousands of children's lives!

TOTAL  
FUNDRAISING  
£250,000  
per event

What do you value about running your challenges through Discover Adventure?

Safety first and foremost, their service history and experience, their crew, their adaptability to our needs (and those of our participants), the pre / during and post trip support and the fact we know our supporters thoroughly enjoy the challenge experience they provide!





We believe that going above and beyond to make a difference to the life of another, and fulfilling a lifetime goal, are things that everyone should have the opportunity to do.

Challenge events enable your fundraisers to feel a sense of exhilaration, achievement and fulfilment.

We're here to help you deliver that, so in turn your organisation can support more people and projects each year from funds raised through challenges.

Keen to discuss your own plans?

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