



Ready, set, go!

Your guide to fundraising for IAM RoadSmart

#IAMalifesaver

Welcome aboard!

Thank you for joining Team IAM RoadSmart! You're joining a community of over 68,000 members, 160 local Groups, and 5,000 volunteers dedicated to making safer journeys for all. With over 42 million licensed drivers and riders in the UK and more than 1,600 road fatalities every year, there has never been a more important time to save lives on our roads. And our commitment to creating safer roads for all has never been stronger.

Whether you're taking a challenge or doing your own fundraising, every mile you move and every pound you raise helps make every journey a safer one. You're not just taking on a personal goal.

You're helping save lives.

This guide is here to help you make the most of your fundraising journey. We've broken it down into **five simple steps** - from planning your approach to celebrating your success. You'll find practical tips, inspiring stories, and everything you need to stay safe, motivated, and on track.

On behalf of everyone at IAM RoadSmart, it's great to have you on board. Together, we are paving the way for safer roads!

Warm regards,



Antony Kildare,
Chief Executive Officer
IAM RoadSmart

The road ahead needs you

In 2023, the roads in Great Britain* saw:

1,624

fatalities

29,711

people killed or
seriously injured (KSI)

132,977

casualties of
all severities

That's nearly 86 people every single day whose lives were changed forever. Behind every number is a name. A family. A future cut short.

At IAM RoadSmart, we believe every road user deserves to get home safely. We're here to make that happen through expert coaching, education, and campaigning. But we can't do it alone.

How the money you raise helps:



£10

Could provide educational materials for a road safety workshop



£50

Could support volunteers attending events in the community to promote road safety



£205

Could cover the cost of an Advanced Driving course for one individual



£1,000

Could support our transformational research into road safety initiatives to help protect us all

Your fundraising journey

From first idea to final thank-you, here's how to steer your fundraising to success.

1. Plan your approach

Think about how you'll reach your supporters. Here are some guiding questions:

- Will you share your story on social media?
- Host a mini event?
- Ask friends and family directly?

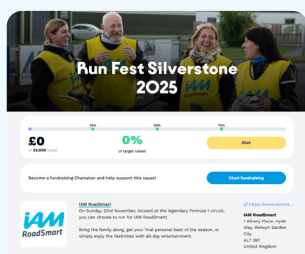
Decide what works best for you and map out when and how you'll do it. You can use a calendar or tracker to set mini-goals and keep your fundraising on track.

4. Keep it safe and legal

If you're organising your own event or collecting donations in person, make sure you follow safety guidelines and local laws. Check out our "Keep it safe and legal" page for everything you need to know.

2. Set up your online fundraising page

Sign up for the online fundraising platform that we'll share with you and create your page. Then, add a brief description of yourself, a photo, and your fundraising target. Make it personal, make it clear, and make it live!



3. Share your story

Tell people why you're taking on this challenge and why road safety matters to you and your loved ones. Post updates, training photos, and milestones. The more you share, the more people will connect and donate.



5. Wrap it up and celebrate!

Once your challenge is complete, thank your supporters and share your results. If you've collected any offline donations, follow our steps to pay them in. Then take a moment to celebrate: you've helped make UK roads safer for everyone!

On the following pages, we'll dive into each one of these steps...

A little planning goes a long way

Before you start sharing your page or collecting donations, take a moment to map out your fundraising journey. This doesn't need to be a huge task, but an exercise to help you hit your goals and enjoy the ride.

Here are our top tips to get you started.



Set your milestones

Break your fundraising target into smaller, achievable goals. For example:

- £50 by the end of week one
- £100 by your first training milestone
- £250 by event day

Each mini goal gives you a reason to post, celebrate, and thank your supporters.



Choose your channels

Think about how you'll reach people:

- Social media (Instagram, Facebook, X, TikTok)
- WhatsApp or email groups
- Posters in your local café, gym or community centre
- Workplace newsletters or intranet

The more places you share your story, the more people you'll reach.



Prepare your message

Write a short message you can use across platforms. Keep it personal, clear, and focused on why you're fundraising for IAM RoadSmart. Here's an example:

"I'm fundraising for IAM RoadSmart because I believe everyone deserves to get home safely. Every day, lives are lost or changed forever on UK roads, and most of those crashes are preventable. IAM RoadSmart is working to change that through expert training, education, and campaigning. Whether it's helping a new driver build confidence or influencing national road safety policy, their work saves lives. I'm taking on a challenge to support their mission and I'd love your support. Every donation helps make our roads safer for everyone."



Track your progress

Use a notebook or spreadsheet to track:

- Donations received
- Who you've thanked
- Who you've followed up with
- Any offline funds to pay in

Staying organised makes everything easier and more rewarding.



Your fundraising pit stop

Your fundraising page is your pit stop for donations, so make it count!

Creating a great Giving page is one of the easiest ways to boost your fundraising. It's where your story lives, your supporters connect, and your impact shines.

Here's how to get your page race-ready:



1. Tell your story

Remember the message you wrote to share with your supporters? Now it's time to upload it to your Giving page.

Share again why you're taking on this challenge and why road safety matters to you.



2. Add a photo (or two)

Pages with photos raise more. Use a clear, friendly image of yourself, ideally in training or doing your challenge.

It helps people connect with your journey.



3. Set a target

Fundraisers with a target raise up to 46% more. Be ambitious, but realistic.

And don't worry: you can always raise it later if you smash it early!



4. Keep it updated

Post training updates, milestones, and thank-yous.

It keeps your supporters engaged and shows them the difference they're making.

Ready to go? Set up your page at www.justgiving.com/charity/i-a-m or follow the link indicated for your challenge

Spread the word about your fundraising

People don't just give to causes, they give to people. When you share your story, you help others understand why road safety is important and how they can contribute to the solution.

Here's how to get your message out there and keep your fundraising in the fast lane:



1. Share, share, share!

Once your page is live, spread the word. Share it on social media, WhatsApp, email and all other channels you mapped out in your plan. The more people who see it, the more support you'll get.

Top tip: Use hashtags like #IAMalifesaver #SaferJourneysStartHere, and #IAMRoadSmart to reach more people.



2. Ask again

People are busy. A gentle reminder can make all the difference. Don't be afraid to follow up, especially as your challenge gets closer.



3. Say thanks

Tag and thank your donors publicly (if they're happy to be named). It shows appreciation and encourages others to get involved.



4. Go beyond social

Think local. Share your story with your workplace, sports club, or local newspaper. You never know who might want to support you.

Top tip: Local newspapers, radio stations and community websites love a good story, especially when it's about someone doing something inspiring for a great cause. Here's what to do:

- Write a short press release with your challenge details, why you're supporting IAM RoadSmart, and a link to your Giving page.
- Include a photo of yourself in action or training.
- Reach out to local media at least 2–3 weeks before your event.



5. Use our toolkit

We've got ready-made graphics, logos and templates to help you promote your challenge. Just visit www.iamroadsmart.net/fundraising-hub to download our free fundraising resources.

Alternatively, email us at fundraising@iam.org.uk and we'll send them your way.





Your safety (and the safety of others) comes first

Whether you're running a solo challenge or organising a public event, it's important to stay safe and follow the rules. Here's what you need to know before you hit the road:



Health & Safety First

- You're responsible for making sure your fundraising activity is safe for everyone involved. If you're organising an event, we recommend completing a risk assessment to identify any potential hazards and how to manage them. You may also need public liability insurance for public events. If your event includes children under 16, they must be supervised by a responsible adult at all times.
- If you're hiring a venue or equipment, check that suppliers have the right insurance.
- Please seek advice from us if you're unsure. Just email us at fundraising@iam.org.uk.



Raffles, Lotteries & Competitions

- Planning a raffle or lottery? You may need a licence. Check the Gambling Commission website for the latest rules: www.gamblingcommission.gov.uk
- You can't sell tickets to anyone under 16, and the same rules apply to online raffles and competitions.



Collecting Donations

- Collecting in a public place? You'll need a street collection licence from your local council. Visit www.gov.uk/find-licences/street-collection-licence for details.
- Collecting on private land (like a supermarket or shopping centre)? You'll need permission from the landowner or manager.



Fundraising with Children

- If you're under 16, you'll need written permission from a parent or guardian to fundraise for IAM RoadSmart.
- Adults working directly with children may need a background check, depending on the nature of the event.

Need help?

We're here to support you every step of the way. If you have any questions or need guidance, email us at fundraising@iam.org.uk

Crossing the finish line

You did it, and we couldn't be prouder!

Completing your challenge is a huge achievement. But before you hang up your trainers or pack away your helmet, here's how to wrap up your fundraising journey the right way.

1. Say 'Thank you'

Thank every supporter, whether they donated £5 or £50. A personal message or quick email goes a long way.

Let them know how much you raised and what it will help achieve.

2. Pay in any offline donations

If you collected cash or cheques,
www.iamroadsmart.net/individual-donations-via-cheque

Don't forget to record who gave what, especially if they're eligible for Gift Aid.

3. Share Your Success

Post a photo or video from your challenge day. Tell people how it went and what it meant to you.

It's a great way to inspire others - and maybe even raise a little more!

4. Keep the journey going

There are so many ways to keep supporting safer journeys:

- Take on another challenge
- Volunteer with your local group
- Spread the word

Together, we're making the UK's roads safer, one challenge at a time!





iamroadsmart.com