



Ecoracing virtual balloon races raise money for any cause in a uniquely fun way.

# **Sales Tool Kit**

## **Advice and Resources**

This toolkit is designed to enhance and maximise your sales and marketing efforts in order to raise as much money as possible for your cause. It is based on our extensive experience gained working with a wide variety of charities and we welcome any additions/improvements you may wish to suggest.

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## CONTENTS

	Page
<b>PREPARATION IS KEY</b>	
Key Points	3
Your Plan	3
Know Your Four Audiences	4
Create and use Your Unique Race URL - Always	6
GDPR Compliance	6
<b>MAXIMISING REVENUES NEEDS IDEAS, PLANNING AND EFFORT</b>	
Selling Online	7
Selling Offline / Direct at Events	8
Marketing Examples	9
How to write a Press Release	9
Marketing Plan example	11
A typical Social Media campaign	12
Example of a sponsorship / CSR letter	14
Suggested Offline Sales Sheet	16



## KEY POINTS

Setting up your balloon race with Ecoracing.co is very easy, but you need a sales strategy to ensure it is a success and raises as much money as possible for your charity. Here are some Dos and Don'ts based on many years' experience.

### Do:

Have a plan.

Read through this Sales Toolkit before drawing up your plan.

Make sure you tell everyone you can about your virtual balloon race and encourage people to spread the word.

Use social media and posters.

Use your unique race URL on EVERYTHING! example <https://ecoracing.co/user/page/999>

Consider Bitly.com for shortened versions on Facebook and Twitter

Consider a link from your website, for example mycharity.co.uk/balloonrace

Make the most of your supporter database, both before and after the race

Sell virtual balloons over the telephone if appropriate to your demographics

Have internal prizes i.e. a race within a race – that way your cause supporters will always win something rather than possibly nothing. And make sure you mention them on your cause page

### Don't:

Make any GDPR mistakes!

Try and sell virtual balloons in the street!

## YOUR SALES AND MARKETING PLAN

Ideally, allow at least seven to nine weeks to plan and then execute your promotional activities: three weeks to set up your plan and four to six weeks of promotion.

Involve as many people as you can in the promotional activities, to ensure that your message is communicated far and wide to as many potential participants as possible. For example, can 'multipliers' like the local school or social clubs/groups with large networks promote the race for you?

Are there 'influencers' like a local personality who can spread the word? If you are asking businesses to sponsor, you will find that small businesses tend to react quicker. Be aware that if you are looking for larger companies to sponsor or become a CSR partner, they tend to take longer to decide so you will need to be patient!

Write a Press Release and send it to your local media including newspapers, radio and TV channels. They are always looking for something new to talk about.





In this instance social media is your best friend, so wherever possible use it. The most popular to target are Facebook, Twitter, Instagram and LinkedIn.

Use an email system, for example MailChimp, to contact your supporter database easily, but make sure you don't over promote in this way as it can have a negative impact. For example, an e-shot once a week for six weeks is more than enough.

If you can, get your race in any existing publications that are going out, such as a regular newsletter, rather than spending money on separate printed materials. Again, this will require you to plan well in advance. You can produce relatively cheap posters and fliers if you have the means to print them inhouse and ask permission to put them up in the local shops, library, etc.



Similarly, Post-coronavirus, get out an about at events or places where you can promote the race. Ask your local supermarket if you can spend a day in their store with a stand, or the library or any social gathering that is coming up. Again, this will require you to plan well in advance. If you are going to do this, you will also need to consider setting up a general account to sell balloons to sign them up there and then. Prizes are a key reason people sign up, so make sure you entice them to take part by talking about what they could win. You may also wish to consider offering additional prizes and we can provide you with a Balloon Positions Report (BPR) for your cause to help with this.

Finally, do not try to sell in the street for two reasons. Firstly, you risk devaluing both our good names by getting tarred with the 'chugger' brush. Secondly, selling the virtual concept to someone scurrying around shopping takes a lot more than 5 seconds.

FYI Chugger - A person who approaches passers-by in the street asking for subscriptions or donations to a particular charity.

## YOUR FOUR AUDIENCES

1	<b>LOYAL SUPPORTERS</b> These people identify strongly with your cause and will buy virtual balloons without prompting	2	<b>SEMI-LOYAL SUPPORTERS</b> These people will buy virtual balloons to support your cause but are <u>very</u> interested in winning a prize.
3	<b>JUST WANT TO WIN</b> These people don't really care about your cause that much. It's just the prize they're after.	4	<b>SPONSORSHIP/CSR</b> Corporate Social Responsibility (CSR) is growing. You should try to identify and work with as many CSR partners as possible.



### ***Loyal Supporters***

You will already have a relationship with your loyal supporters. So, the simplest way to reach out to them is through your supporter database using either email, ideally as this saves time and money, and/or printed material in the post. You can also sell virtual balloons at your events that these people will be attending.

### ***Semi-Loyal Supporters***

As with the 'dyed in the wool' loyal group, the easiest method of communicating with semi-loyal supporters is through your supporter database. However, they are more likely to follow you on Social Media, so make sure that those communications stress what great prizes there are to be won!

### ***Just Want to Win***

As with the semi-loyal supporters, the Just Want to Win people will be on Social Media and will also see your posters/fliers and media coverage, so again make sure that those communications stress what great prizes there are to be won!

### ***Sponsorship and CSR***

If a company offers sponsorship, you can give them virtual balloons to the value of the donation. This means that staff and managers/owners can take part in the race and win prizes too. You may find that it is easier to obtain and establish long term sponsorships from existing relationships with your suppliers. For example, if you use a lot of paper then your paper supplier might be interested in becoming a sponsor.

Explore too, the concept of affinity patrons – those companies who may identify with what you do. For example, a health-related charity should consider the drug companies operating in their sector. The benefits to those companies should be stressed, especially:

- Ongoing publicity available to promote their products
- Raised awareness of their brand
- Highly public kudos of openly supporting a worthy charity
- Ability for company staff to take part in races and enjoy the fun / win prizes

A Corporate Social Responsibility (CSR) Project is where an interested third party runs a race internally and gives you all or a share of the money at the end. Schools are great CSR partners, not least because children are brilliant salespeople! For example, you may be able to team up with the local school and do a 50/50 split say, that will motivate the teachers, governors, PTA and parents to sell more.

Sponsorship and CSR projects will most likely require you to include the sponsors/CSR partners logo on promotional materials, their name in Press Releases and provide them with sufficient literature or text and your logo to ensure that they are promoting the race on your behalf.



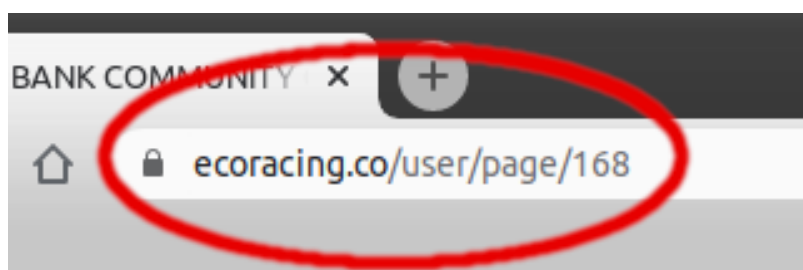
### Case Study: DS Smith PLC & Keep Britain Tidy

We have worked on several CSR projects including Marriott Hotels, Sodexo, EY Consultants and DS Smith PLC, a £4bn turnover global recycling company, which ran a race for Keep Britain Tidy Group. Virtual balloon sales to staff, friends and family were made through all the UK-wide DS Smith operating divisions and locations. Intra-site competitive rivalry meant several thousand pounds were raised for the grateful environmental lobby group.



## ALWAYS USE YOUR UNIQUE RACE URL

In the top bar of your cause page is your personal race ID.



Use this ID to create your unique race URL. In the example above, the charity's URL is <https://ecoracing.co/user/page/168> Their shortened Bitly.com version is <https://bit.ly/3bdoHII> The URL is very important as it saves supporters any need for them to search for you on Ecoracing.co. It takes them direct to your cause page and bypasses everything - they will not know any other charities are in the race.

A third and another good option is to create a memorable link from your charity website, for example [mycharityname.co.uk/balloonrace](http://mycharityname.co.uk/balloonrace)

Ensure you use these links on all promotional materials, communications, and Press Releases about the race.

## GDPR COMPLIANCE

All the personal data that you use for your virtual balloon race is subject to General Data Protection Regulations (GDPR). Please make sure that you are compliant with those regulations and only contact people about the virtual balloon race who have specifically expressed an interest in hearing about your fundraising activities. If you are not sure whether your data is compliant, you need to seek professional advice and, if necessary, cleanse your database before using it for the virtual balloon race. We require contact details from balloon purchasers so that we can get in touch with them if they win, hence the need to create an account with us.



For GDPR compliance, the account holder is asked about their future marketing preferences from the charity / cause they are about to support. If their response is positive, their 'lifetime value' to the charity is potentially immense.

Around 1 hour after the race finishes, you will be automatically sent a BPUP Report for your cause - (Balloon Positions and User GDPR Preferences). You will then know everything about those people who supported you and who to give internal prizes to.

Make sure you mention these prizes on your cause page. 1 = yes to more comms, 0 = no. However, the 'law of legitimate interest' means you can write to them just once more to thank them and (if previously giving a 0) ask them to reconsider perhaps?

## SELLING ONLINE

Selling online is typically just two methodologies

- Emails and E-News through your existing e-database
- Social Media, typically Facebook and Twitter, possibly LinkedIn and Instagram

Many charities have tried to use Google Ads, none with any verified success, however. For example, Cystic Fibrosis Trust marketing team tried over their virtual race sales period to use Google Ads, only to find a massive click rate but no actual resultant sales from the money spent.

Facebook has yielded great results, almost exclusively, though, from posts on FB Groups. An extract from the Phyllis Tuckwell Hospice case study follows below.

Whilst posting on Facebook groups was the main marketing tool of choice, the hospice did a very small FB paid advert – just £10 in fact. It asked recipients to agree or think about going to the hospice race website to buy a balloon or two. The results are below.

		Money				Cost per
Campaign name	Result Type	Spent £	Results	Reach	Imps	result £
Virtual Balloon Race	Event responses	10	24	2679	3865	0.42

Superficially, the results are promising – 24 people said they would go to the race website, with 2679 individuals opening the advert. However, there is no way of knowing whether the 24 respondents actually did go to the race website and buy balloons - there is no connectivity. What you can say, though, is that for £10, nearly 3000 people were made aware of the hospice virtual balloon race. And that is good value.



## SELLING OFFLINE / DIRECT AT EVENTS

There are many people who strongly support your cause, but who are not comfortable with the Internet world. This could be because they are lazy and 'can't be bothered', or they are not computer literate or don't even have internet access.

Similarly, there are people who attend outdoor / indoor events who will buy on impulse if you have a stand or stall.

To sell to these supporter segments you will need to set up a General Account (GA) to create and record your direct sales. The GA can be your existing Ecoracing account or use another email address to keep matters separate.

***Selling a balloon for cash.*** If you are at an outdoor / indoor event somewhere, then a pensioner, John Smith, without Internet access pays you £3 for a balloon by cheque or cash. You record his name and phone number in a jotter or, preferably, on a laptop MS Excel spreadsheet. You buy a balloon for him through your GA account and in your GA dashboard label the balloon 'John Smith' and if he wins, you let him know.

***Selling a balloon over the telephone.*** If your organisation / cause has the ability to take card payments, then selling over the telephone is easy too.

***Selling activation codes for cash*** If you are at an outdoor / indoor event somewhere you can sell activation codes to individuals for cash. You pre-buy codes from us in batches or you buy them yourself through the 'Gift a code' process. If you buy a big batch from us directly, we will refund any unsold codes. The individual code purchaser then sets up his own Ecoracing account when he or she gets home and redeems / activates the code into a balloon.

***Selling to Businesses for cash*** If you know of friendly / supportive companies in your area then you can sell them activation codes to give or sell to their staff. You can ask the company to BACS transfer the money across to your account and you give them 100 codes say for £300.

### ***Case Study: Montgomeryshire Against Pylons***

Two volunteers from the lobby group Montgomeryshire Against Pylons (MAP) each set up a General Account (GA) on their laptops for a race held in 2015. Each used a GA to sell virtual balloons at several outdoor events, including a summer Eisteddfod at Meifod, to visitors and supporters who were disinclined, for whatever reason, to buy a balloon online themselves. Between them, they sold an amazing 700 balloons!





## ***Printed Newsletters***

Many organisations, though diminishing in numbers, still use Royal mail for newsletters and promotions

## ***Press Releases***

Whilst less and less of the general public are reading newspapers, Press Releases are still an important connectivity for many. See how to write PRs in the next section

## ***Radio and Television***

Often requires connections with the radio station or tv channel to work the best, but you should not give up too easily.

# **MARKETING EXAMPLES**

The following are examples only - please tailor to your specific purposes. It is vital that you personalise Press Releases or CSR letters to the intended recipient(s). To do this, firstly contact the company to find out who you should send it to and use their name and title wherever possible. We further suggest that you follow up with a phone call a few days later if you have not heard anything back. Use images as much as possible.

## **G1 Press Releases**

**Press Release:** 20<sup>th</sup> May 2020; For Immediate Release

### ***Community Centre takes part in Virtual Balloon Race***

The Trustees of Hesketh Bank Community Centre have signed up for an online balloon race in order to raise the last leg of funds needed for their redevelopment plans.

The world's only virtual balloon race system, developed by Purepages Group in Manchester, offers a 100% eco-friendly way to raise money during the current Coronavirus lockdown. Mike Phillips,



Managing Director of Ecoracing.co, explained, "It's a seven-day computer simulation race where everything is real except the balloon. The software uses current live weather data to determine the progress of each balloon and each entry can be tracked on Google Maps and Satellites once launched. It has no negative environmental impact on all wildlife, climate change, plastic waste or litter."

He continued, "You can buy a virtual balloon for £3 and give it a name, colour, shape and pattern. In addition to this, you can select different features of your balloon, such as weight, which will determine its flight

performance in order to enhance your chances of winning." Mike added, "It's a fun and easy way to raise funds for a cause, which kids and adults alike love."



Steve Kirby, pictured above on the right, Chairman of Hesketh Bank Community Centre, said, “We are so close to reaching our target of £394,000 to build our brand new, purpose built and fully accessible hall for all the community, which we still hope to see in place this year. The virtual balloon race will ensure that our fundraising efforts continue and hopefully offer some entertainment to those that take part during this challenging time.”

The race, titled Coronation Race, will ‘set off’ from Westminster Abbey on 2nd June. First prize, for the balloon that travels the farthest, is £500 cash, second prize is an Apple iPad and there will also be 10 lucky winners of £10 book tokens. To get your balloon, or find out more, go to [www.heskethbankcommunitycentre.org.uk/balloonrace](http://www.heskethbankcommunitycentre.org.uk/balloonrace)

(Writing tip – Paragraph One is all about What, Who, Why, Where, and When)



## G2 Sales / marketing Plan - Operations schedule

G2) Plan													
	WEEK TO RACE												
Activity	7	6	5	4	3	2	1	RACE	Post Event	Responsibility of			
Set up race on Ecoracing.co	*									A Person			
Set up masked URL	*									P Body			
Clean supporter database	*									A N Other			
Set up General Account	*									A N Other			
Identify potential sponsors/CSR partners	*									P Body			
Approach potential sponsors/CSR partners	*									P Body			
Check GDPR Compliance on supporter database	*									P Body			
Agree on any additional prizes and set these up	*	*								A N Other			
Identify multipliers and influencers who can help	*									P Body			
Approach multipliers and influencers		*								A N Other			
Prepare Press Release			*					*		A Person			
Prepare Posters			*							A Person			
Set up email footers			*							A Person			
Prepare Eshots			*							P Body			
Prepare Offline Sales Sheet			*							A Person			
Supply multipliers, influencers and sponsors/CSR partners with the information and materials they need			*							A Person			
Prepare Social Media activity			*					*		A N Other			
Issue Press Release				*					*	P Body			
Eshots				*	*	*	*			A N Other			
Put up Posters				*						A Person			
Attend events				*	*	*	*			A N Other			
Social Media activity				*	*	*	*	*	*	P Body			
Send Ecoracing.co offline sales information							*			A N Other			
Contact winners for post race PR									*	A N Other			
Ask Ecoracing.co for the GDPR compliant database and Balloon Positions Report									*	A N Other			
Update supporter database												*	



### G3 Social Media Posts

The same text is used for both Facebook and Twitter. However, to comply with the Twitter character restriction the FB post is broken down into chunks of 140 characters or less

<b>Facebook / Twitter Campaign for Coronation Day Race 02.05.2020</b>		
Facebook posts are broken down into smaller segments to comply with Twitter 140character restrictions		
<b>DAYS BEFORE RACE</b>	<b>TW</b>	<b>SINGLE FACEBOOK POSTS</b>
<b>49</b>	1	The Trustees of Hesketh Bank Community Centre have signed up for an online balloon race, which they hope will raise the last leg of funds they need for their redevelopment plans
	2	The world's only virtual balloon race system by Ecoracing.co is a seven-day computer simulation race where everything is real except the balloon. MD Mike Phillips said, "It's a fun and easy way to raise funds for a cause, which kids and adults alike love."
	3	Steve Kirby, Chairman of Hesketh Bank Community Centre, said, "We are so close to reaching our target of £394,000 to build our new hall. This continues our fundraising efforts and hopefully entertains those that take part during challenging times."
<b>35</b>	4	The race, titled Coronation Race, will 'set off' from Westminster Abbey on 2nd June. First prize, for the balloon that travels the farthest, is £500 cash, second prize is an Apple iPad and there will also be 10 lucky winners of £10 book tokens. <a href="http://www.heskethbankcommunitycentre.org.uk/balloonrace">www.heskethbankcommunitycentre.org.uk/balloonrace</a>
	1	Five weeks to go to our Virtual Balloon Race! ?? ?? ?? ????
<b>28</b>	2	For just £3 you can be in with a chance of winning £500 cash! Go to <a href="http://www.heskethbankcommunitycentre.org.uk/balloonrace">www.heskethbankcommunitycentre.org.uk/balloonrace</a>
	1	Four weeks to go to our Virtual Balloon Race! ?? ?? ?? ??
<b>21</b>	2	For just £3 you can be in with the chance of winning an Apple ipad! <a href="http://www.heskethbankcommunitycentre.org.uk/balloonrace">www.heskethbankcommunitycentre.org.uk/balloonrace</a>
	1	Three weeks to go to our Virtual Balloon Race! ?? ?? ??
<b>14</b>	2	For just £3 you could win a £10 book token! <a href="http://www.heskethbankcommunitycentre.org.uk/balloonrace">www.heskethbankcommunitycentre.org.uk/balloonrace</a>
	1	Two weeks to go to our Virtual Balloon Race! ?? ??
<b>7</b>	2	TAKE PART! For only £3 have some fun following your virtual balloon. Go to <a href="http://www.heskethbankcommunitycentre.org.uk/balloonrace">www.heskethbankcommunitycentre.org.uk/balloonrace</a>
	1	Only ONE week to go to our Virtual Balloon Race! ??
	2	LAST CHANCE!! Get your £3 balloon today and you could win the £500 cash prize!
	3	LAST CHANCE!! Have you made sure your balloon is up to the challenge? You can personalise and change your balloon to suit the weather conditions.
<b>DURING RACE</b>		
<b>1</b>	1	RACE DAY ONE! ??



	2	Happy Coronation Race Day!
	3	And they're off!
2	1	RACE DAY TWO! 🎈 🎈 Let's hope the weather stays good and we get some great distances travelled.
3	1	RACE DAY THREE! 🎈 🎈 🎈 It's amazing how far these balloons go in a day!
4	1	RACE DAY FOUR! 🎈 🎈 🎈 🎈 Half-way and it's all to play for!
5	1	RACE DAY FIVE! 🎈 🎈 🎈 🎈 🎈 Come on balloons, you can do it!
6	1	RACE DAY SIX! 🎈 🎈 🎈 🎈 🎈 🎈 Almost there!
7	1	RACE DAY SEVEN! 🎈 🎈 🎈 🎈 🎈 🎈 🎈 Lets hope you won!
<b>AFTE R</b>		
<b>RACE</b>		
1	1	Congratulations to XX for winning our Virtual Balloon Race, XX for getting second place, all those who got a £10 book token and THANK YOU to everyone who took part!
1	1	The Trustees of Hesketh Bank Community Centre are celebrating after the online balloon race they took part in raised the last leg of funds needed for their redevelopment.
	2	The race, organised by Ecoracing.co, made £4,163.28 and this, coupled with other monies received, means the Trustees have reached their target of £394,000 to erect a brand new, purpose built and fully accessible hall.
	3	Steve Kirby, Chairman, said, "Thank you to everyone who took part in the virtual balloon race. This means so much to us as we can now provide our community with the new hall it so desperately needs." He continued, "This was a change from our usual fundraising activities, necessitated by the current lockdown, so we are grateful that people took to it and hopefully they had some fun too."
	4	The Trustees are now taking forward their plans and hope to have the new building in place by the end of the year.





## G4 Letter Seeking CSR Involvement or Sponsorship

(Blue text represents personalisation)

WHY **JOHNSONS THE PRINTERS** USING **ECORACING.CO**, A 100% ECO-FRIENDLY VIRTUAL BALLOON RACE, TO RAISE MONEY FOR **SURREY YOUNG CARERS** IS A GREAT IDEA

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### HELP SURREY YOUNG CARERS VISION AND OBJECTIVES

We care for children in Merton and Sutton living with terminal illness and their families. Typically, over 1,000 patients and those close to them benefit yearly from our exceptional hospice care.

We offer home-based and in-patient care, wellbeing services and bereavement support and we are proud to be at the heart of the community, whenever and wherever people need us.



Our current funding objectives are around £2.5m over the next 12 months so your support is vital to us. [ Add to this section and edit as you see fit ]

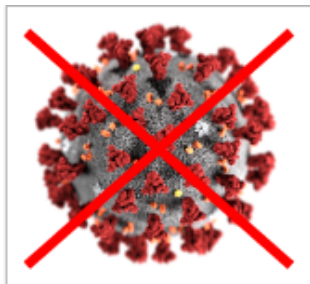
### SIX MAJOR CORPORATE BENEFITS

1. You'll run a significant Corporate Social Responsibility (CSR) / citizenship project that everyone in the organisation can readily take part in.
2. It's free and easy to set up your company cause. And if you want to use the charity's cause page, it's even simpler. Importantly, being Internet based, reaching out to all your staff by email and other social media channels is highly time and cost effective.
3. Taking part offers tangible PR benefits and connectivity with core markets and the local community. Some staff and their family and friends may well be service users.
4. An enhanced external image is a very positive signal to potential new workers; a good reputation makes it easier to recruit employees from the local community.
5. Earn the respect and approval of peer group companies.
6. Your staff and workers will have a great 7-day event with the chance of winning some substantial cash and prizes.



## MASSIVE FUNCTIONALITY, GREAT FUN

Ecoracing.co is the world's only Coronavirus evading, climate change and wildlife friendly virtual balloon race based on real time, real weather data. It even conforms to the very latest campaign by the Girl guides #PLASTICPROMISE.



This sophisticated system has many amazing features and functions:

- Balloons can be launch from anywhere in the world – even the South Pole.
- Uses real-time weather data in complex simulation algorithms.
- Follow your balloon globally in real time on Google Maps and Satellite Imagery
- Easily change flight aerodynamics (parameters) of balloon – shape, amount of helium, thickness of latex to increase chances of winning
- Not gambling and prizes are provided by race organisers
- A great fun decorator functionality – upload text, colours and patterns
- If your company wants to create its own cause, it's 100% risk free with no prizes to find and no cost to setup.



## CONTACT US

If you're happy to help us out, please ring John Smith, fundraising manager at Surrey Young Carers on 01204 520183 or email [john.smith@syc.org.uk](mailto:john.smith@syc.org.uk)

## OUR RACE CAUSE PAGE

<https://ecoracing.co/user/page/26>



## G5 Typical General Account (GA) Offline / Direct Sales Record

This is about using the telephone or a laptop in the field. Many charities have demographics skewed towards older people, some of whom maybe not be Internet-savvy or indeed use the internet at all. Using a spread sheet and a general account (GA) will allow sales to these types of supporter.

Similarly, taking a laptop to an outside event can create major sales opportunities too. You can sell activation codes on the day or make sales by inputting names and email addresses for future forwarding of activation codes

Anywhere Charity Telephone Balloon Sales Log						
Date: 14th April 2020 pm shift				Staff Member: Eliza Doolittle		
Name of person	Balloons Purchased	Card Type	Money taken	Phone Number	Balloon unique ID	Balloon Text
Brian Smith	1	db	3	01772 543765	23245	Brian Smith
Joan Bakewell	2	cr	6	07863 443434	23246	Joan B1
					23247	Joan B2
Fred Towers	4	cr	12	07856 343331	23248	Fred Towers 1
					23249	Fred Towers 2
					23250	Jonathon Grandson
					23251	Ted the cat
A.N.Other					^^^	
				This column can be filled in later if the supporter is not bothered about knowing his/her balloon IDs		