



So... You have signed up to The Male Trail – you are halfway to becoming a hospice hero! As an independent charity, more than **70%** of our funding comes from the incredible generosity of local people, without whom we would not be able to fund our work.

## WHY WE NEED YOU TO FUNDRAISE

Events play a huge part in how we connect with our supporters and spread awareness of Rowcroft to new audiences. But many people are surprised to learn that the entry fee only covers the cost of the event. The fact is, it's the sponsorship money raised by event participants, people just like you, which goes towards funding patient care.

## THE FUNDRAISING PLAN B

Before we clue you up to become an expert fundraiser – if the act of asking people for money really isn't for you then we do offer the option of making a one-off donation instead (minimum £20 per person). Please visit [www.themaletrail.com](http://www.themaletrail.com) for further details.



**GET STARTED**



To find out more visit:  
[rowcrofthospice.org.uk/fundraising](http://rowcrofthospice.org.uk/fundraising)

rowcroft  
hospice



# TIME TO BECOME A HOSPICE LEGEND!

If you've signed up to an event and have never fundraised before – not to worry! This fundraising pack will talk you through everything you need to get started. Even if you are a seasoned fundraiser for Rowcroft, you may pick up a few more top tips!

## KNOW YOUR STUFF!

### WHAT ARE YOU ASKING PEOPLE TO GIVE YOU MONEY FOR?

We understand that it might not be easy to ask your friends and colleagues for money when it looks like you're off on a lad's day out! (It's just total coincidence fundraising for Rowcroft involves a free pint and watching the rugby.) But explaining to people that you are raising money to support your local hospice to help care for local patients and families during the hardest times imaginable – now that makes sense!

## SET A TARGET

Setting a target is a really effective way of getting this message across.

**£169**

will fund one visit to support a patient at home by Rowcroft's community team

**£297**

will fund the cost of providing bereavement support to a patient's loved one (for an average of 10 sessions)

**£479**

will cover the cost of supporting a patient for 24 hours on Rowcroft's Inpatient Unit

**£1,219**

will fund Rowcroft's Hospice at Home's travel costs for one month, supporting over 34 patients 24/7 in their homes

## THE MECHANICS OF DONATIONS

### SPONSORSHIP FORM

Technology has made it so easy to fundraise but we can also supply you with a Male Trail sponsorship form for a more retro option. Visit [www.themaletrail.com](http://www.themaletrail.com) to download and print the sponsorship form.

The image shows two versions of a sponsorship form for Rowcroft Hospice. The top form is titled 'I'M WALKING FOR PEOPLE LIVING WITH LIFE-LIMITING ILLNESSES IN SOUTH DEVON. PLEASE SUPPORT ME!' and is for 'THE MALE TRAIL' on Saturday 7 March. It includes a table for recording donations with columns for name, amount, and date. The bottom form is titled 'ALLIES IN SOUTH DEVON. PLEASE SUPPORT ME!' and is for 'THE MALE TRAIL' on Saturday 7 March. It also includes a table for recording donations. Both forms feature the Rowcroft Hospice logo and contact information.

**Top tip!** Get the first person who donates to donate a minimum of £20 as this will encourage others to dig deeper!



## FACEBOOK FUNDRAISING PAGE

The great thing about setting up your Male Trail fundraising platform within Facebook is that it's visible in a place where most of your friends are already hanging out online.

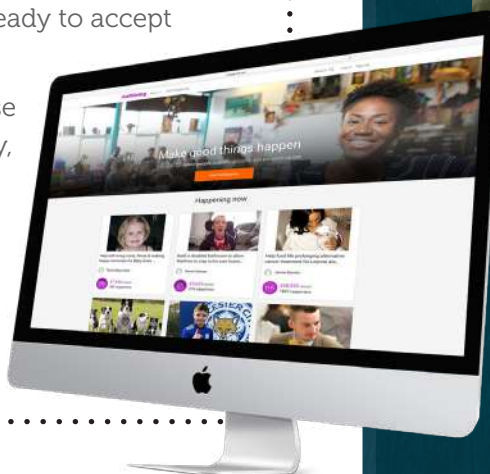
Here's how to do it:

- 1 Sign into Facebook and click 'Fundraisers' in the left menu of your News Feed.
- 2 Click 'Raise Money' and select 'Non-profit/Charity' and select 'Rowcroft'.
- 3 Choose a cover photo and fill in the fundraiser details.
- 4 Make sure you include your name and the name of the Rowcroft event in the name of your fundraiser. e.g. Jack Hill's Male Trail Rowcroft Fundraiser
- 5 Click 'Create' and you're ready to share.
- 6 Please let us know that you have set up a Facebook fundraising page by emailing [donorbase@rowcrofthospice.org.uk](mailto:donorbase@rowcrofthospice.org.uk).

## JUST GIVING PAGE

"But I don't use Facebook" – don't let people use that as an excuse not to sponsor you! Just Giving is a great platform that anyone can access online and you can share the link to your page to direct people there. Here is how to set up your page:

- 1 Visit [www.justgiving.com](http://www.justgiving.com) and sign up to create a profile and click start fundraising.
- 2 When asked 'Are you fundraising for a registered charity?'. Select 'Yes, continue'.
- 3 Search for Rowcroft Hospice and add the event you are taking part in.
- 4 Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
- 5 Click 'Create your page'. Your Fundraising Page is now set up and ready to accept donations.
- 6 Don't forget to personalise your page, add your story, set your target, share regular updates, add any money that raised offline, and pick a page theme to reflect the Rowcroft colours.



# giftaid it


Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%. We can provide you with sponsorship forms or Gift Aid envelopes to help make that donation go even further. Just make sure that everyone fills in their own address details and that the form is completed with clear writing. There are restrictions on claiming Gift Aid for challenge events, so please speak to us for further information.

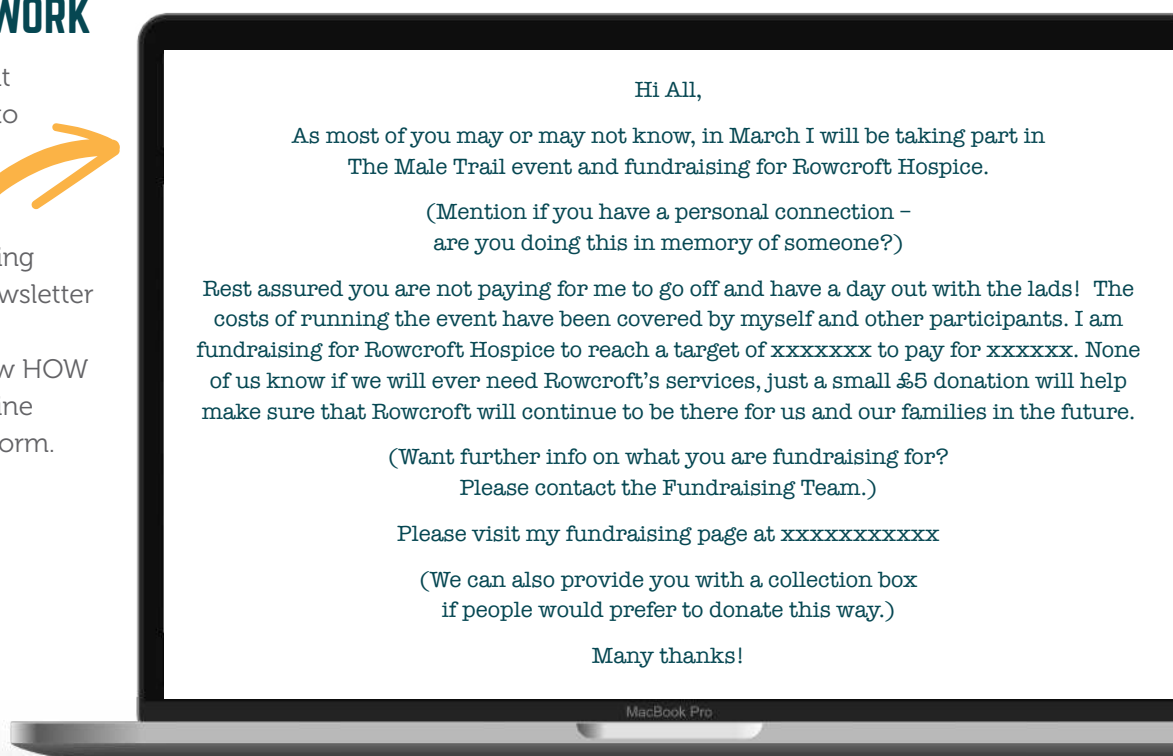


# NOW YOU HAVE TO SPREAD THE WORD!

So you have your Male Trail fundraising “ask” and you know where to direct people to donate. Now it’s time to do the nitty gritty!

## WHEN YOU’RE AT WORK

- 1 Send a group email out to all your colleagues to make them aware.  
Here is an example: 
- 2 Mention your fundraising activity in the work newsletter and at a staff meeting. Make sure people know HOW to donate via your online platform or using the form.



- 3 If you work for a company, ask your manager or HR department about ‘match funding’. Lots of companies are keen to show off their corporate social responsibility and an easy way for your boss to do this is by matching your fundraising efforts with a company donation. It’s all good publicity and if you don’t ask you don’t get!

## YOUR FRIENDS AND FAMILY

- 4 Share your online fundraising page through Facebook. **Top tip!** Pick a quiet time to do this like evenings and weekends. You will need to share this more than once but try not to bombard people. If your birthday falls over the fundraising period, ask for a donation instead of buying you a birthday drink! Share when you hit milestones, if you are £20 off hitting the £500 mark etc.
- 5 Use WhatsApp and other group messages to spread the word. Create a group chat of people you know are likely to sponsor you. Copy and paste part of the email above and add the link to your Facebook or Just Giving Page. **Top tip!** Tag people in the post who you know are likely to sponsor you.

## TEAM MATES AND CLUB MEMBERS

- 6 Do you play sport for a local team or play darts at your local pub? You guessed it - we need you to ask them too! Ask the chair/captain if you spread the word about your fundraising message. Can you share your link in a group chat or post the link in your team or club Facebook group?
- 7 Why not pop a swear box on the bar at your local pub or in your place of work? You’ll be surprised how quickly it fills up! Get in touch if you’d like us to issue you with a collection tin.

**Don’t forget to thank everyone after they donate and after the event. Share your success and photos with them too.**

Thank you for your support and remember our fundraising team are only a phone call away on 01803 217450