

THE MALE TRAIL



FUNDRAISING PACK

Thank you for signing up to The Male Trail 2021 – you are a true hospice legend! Your support will make such a huge difference to people across South Devon. You will help us provide vital end-of-life care to patients in their own homes, and you will enable families to make the most of every moment.

THE MALE TRAIL 2021

The Male Trail is a fun, all-male sponsored walk that's about having lots of laughs and a lovely cold pint with your friends while raising vital funds for the hospice! Taking place over the weekend of 19-20 June, this year you can do The Male Trail Your Way! It's so simple: just get your mates on board, decide on a route and distance, agree a start time on either Saturday 19 or Sunday 20 June, and then during your walk turn up to any of our six participating local rugby clubs to get your free pint courtesy of Bay's Brewery!

The participating rugby clubs are: Torquay, Paignton, Brixham, Teignmouth, Newton Abbot and Totnes.



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 you may be surprised to hear that your £5 entry fee only covers our event administration. It's the sponsorship money raised by event participants - people just like you - which goes towards funding patient care.

THE FUNDRAISING PLAN B

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 of £20 per person). Please visit www.themaletrail.org.uk for further details.



GET STARTED ➔


To find out more visit:
www.themaletrail.org.uk

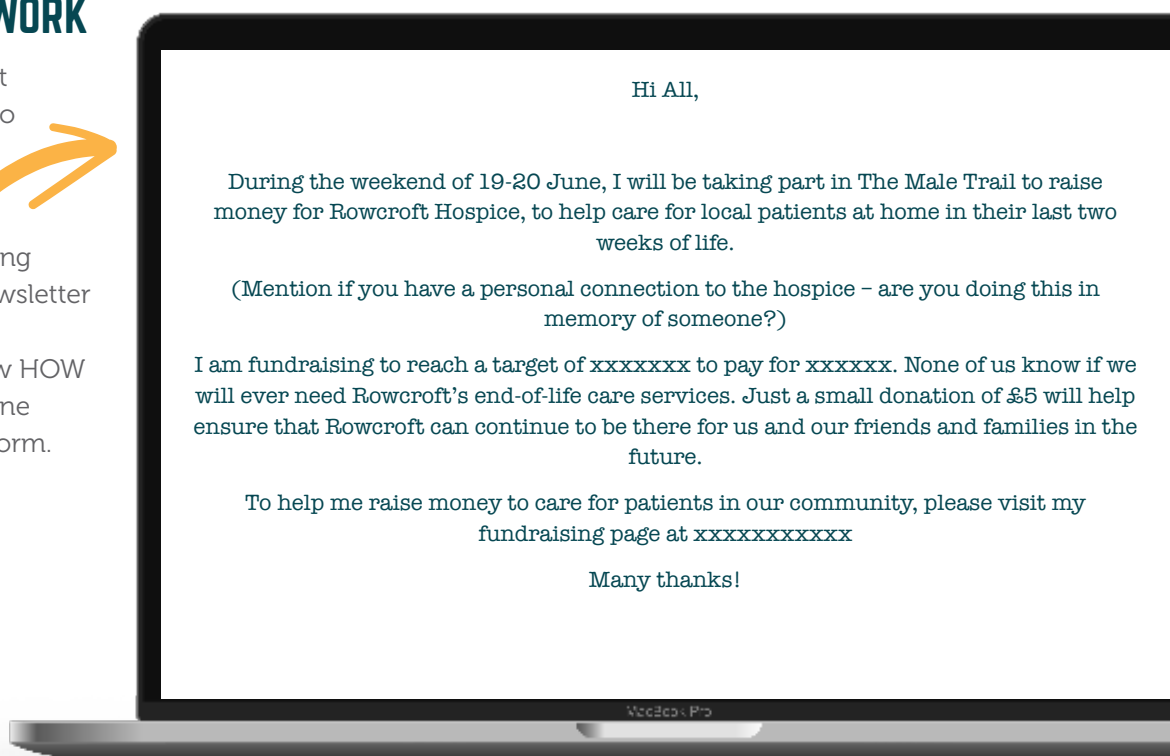


NOW YOU HAVE TO SPREAD THE WORD!

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 can 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! If you have any questions, please see our FAQs on our website at www.themaletrail.org.uk or call our Fundraising Team on 01803 217450.

THANKS FOR BEING 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 that fundraising for Rowcroft involves a free pint!) But explaining to people that you are raising money to support your local hospice to help care for patients and families during the hardest times imaginable – now that makes sense!

SET A TARGET

Setting a target is a really effective way of letting people know what you are raising money for. Money raised from this year's Male Trail will help fund Rowcroft's Hospice at Home service that provides expert care, support and compassion to local patients at home in their last two weeks of life.

£100

could pay for enough personal protective equipment (PPE) to enable our Hospice at Home team to visit 100 patients in their own homes.

£240

could pay for a Hospice at Home patient to receive overnight care, enabling a family to get a good night's sleep.

£320

could pay for ten vital hours of care, keeping a patient comfortable at home and enabling families to spend precious time with loved ones.

£422

could pay for the travel costs for the entire Hospice at Home team for two weeks.

SETTING UP YOUR FUNDRAISING PAGE

Setting up your fundraising page is now easier than ever. Just follow these quick and easy steps if you haven't done so already.

- Visit www.themaletrail.org.uk and click on the 'sign-up' button.
- Fill out your registration and payment details and an account is automatically created for you. A link will be sent to your email address – click this link to view and edit your fundraising page.
- Add your own fundraising target.
- Add a profile picture to your fundraising page so people can easily see who you are.
- Write a personal paragraph (or short story) about what you're doing and why – this will really encourage people to sponsor you!

- When you have completed your fundraising page, you will be given a link to your page to share with your friends and family — so that they can make donations.
- Share your Male Trail page with others and invite friends and family to donate. From your fundraising page, you can easily share your page link with friends on Facebook, Twitter, Instagram, WhatsApp and Messenger, and you can email your page link to others.
- Make sure that the first people to sponsor you are the most generous.
- Post regular updates and photos so that everyone can see how you're getting on.
- Don't forget to thank everyone after they donate (and after the event). Share your success and photos with them too.

Please remember, if the act of asking people for money really isn't for you, then we offer the option of making a one-off donation instead (minimum £20 per person).

DON'T FORGET TO RECORD YOUR WALK!

The easiest way for us and you to track your walk is using Strava. If you don't have it already, it's a great idea to create a Strava account. You can

do this at www.strava.com or download the app straight to your phone. When you connect your Strava account to your fundraising page, all walking activities on Strava will then be automatically posted to your fundraising page to track your progress.

To track your walk on Strava, just click the record button before you start walking. If you prefer to manually add your walk after you have done it, click the + button, select manual activity and add the details.

If you would like join up with other Male Trailers, you can join The Male Trail Strava group at: www.strava.com/clubs/themaletrail

If you don't fancy Strava you can record your walk using any fitness app, a pedometer, or even just let us know the route you walked.



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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.



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