

# Ride *Your Way* FOR ROWCROFT

24KM & 32KM SOUTH DEVON CYCLE RIDE

## Fundraising Pack

So...you have signed up to Ride for Rowcroft – Your Way! You are now halfway there to becoming a hospice hero! As a charity, Rowcroft provides its services free of charge to families in South Devon. 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. Please visit the events page on the Rowcroft website at [www.rowcrofthospice.org.uk](http://www.rowcrofthospice.org.uk) for further details.

### RECORD YOUR ACTIVITY

Ride for Rowcroft – Your Way is a virtual event so you'll need to tell us about your cycling activity. The easiest way to do this is to link a Strava account with your fundraising page to automatically update your activities. You can also manually record your distance and add it to your fundraising page to show us and your supporters how you're getting on with your challenge. For more information about sharing your cycling activities, check out our event FAQs page here, [rowcrofthospice.org.uk/events/ride-for-rowcroft-your-way-faqs/](http://rowcrofthospice.org.uk/events/ride-for-rowcroft-your-way-faqs/)



*Get started* →

To find out more visit:  
[RideforRowcroft.co.uk](http://RideforRowcroft.co.uk)

rowcroft  
hospice 

# TIME TO BECOME A Hospice Hero

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!

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

## 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 fun day out! But explaining to people that you are raising money so that we can care for more local people who need us and enable more patients to die at home as per their wishes – now that makes sense!

### SET A TARGET

Setting a target is a really effective way of getting this message across. Top tip; get the first person who donates to donate a minimum of £20 as this will encourage others to dig deeper!

**£100**

could pay for PPE so that our team can see 100 patients in their own homes.

**£297**

could enable someone who has lost a loved one to get specialist bereavement support (on average 10 sessions)

**£479**

could enable a patient to stay in Rowcroft's Inpatient unit for 24 hours

**£1238**

could pay for our Hospice at Home team to provide all the care and support that a patient needs in their final weeks of life.

## How to collect donations

Technology has made it so easy to fundraise online, but if you prefer, you can download and print the Ride for Rowcroft sponsorship form from our website.

### ENTHUSE

After you have purchased your event entry, you will be asked to create a fundraising page through Enthuse. This is the easiest method to create a fundraising page.

- 1 Your Target - Enter a target of how much would you like to raise. (This cannot be less than £20).
- 2 Profile photo - To add a photo, click either Facebook photo or Upload photo. The Facebook photo option will use your Facebook profile photo.
- 3 Tell your story – To help you we have added some template text, but you can change the title of your fundraising page and change the text that appears on your fundraising page. You can also include images, video, and links.
- 4 Customise your page link - if you want to change the link for your fundraising page, edit the text in the page link field.
- 5 Connect to your Strava account – Here you can connect your Strava account so that it automatically tracks your cycling activity.

## FACEBOOK FUNDRAISING PAGE

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

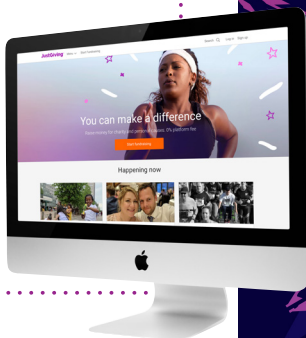
Here's how to do it:

- 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 Ride For Rowcroft Fundraiser
- 5 Click 'Create' and you're ready to share.

## JUST GIVING PAGE

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 – **Ride for Rowcroft – Your Way**
- 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.



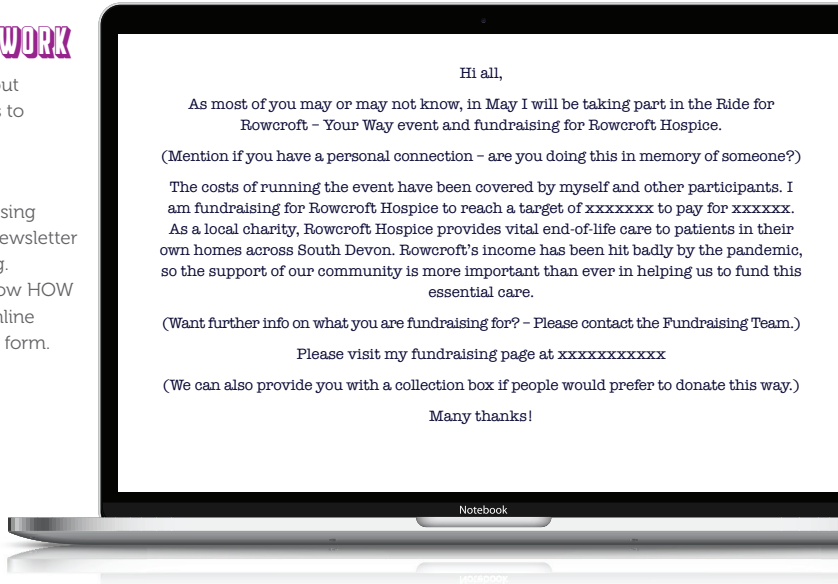
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FOR  
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# Now you have to spread the word

So you have your Ride For Rowcroft 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. Say to your boss they can issue a press release / post a blog or tweet about supporting Rowcroft through your event. 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!** pick a quiet time to do this like evenings and weekends.

## TEAM MATES AND CLUB MEMBERS

- 6 Do you play sport for a local team? 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 at 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 217419