



The Rowcroft

Sleep Walk

YOUR WAY

10th anniversary



THE SLEEP WALK 2020 FUNDRAISING PACK

Thank you for signing up to The Sleep Walk — Your Way. You are an absolute star! Your support will make such a huge difference to families across South Devon, providing vital care to patients living with life-limiting illnesses, and helping families to make the most of every moment.

This year, we celebrate ten years of Rowcroft's Sleep Walk! Though our usual mass participation event can't go ahead, as a participant of 'The Sleep Walk — Your Way', you will be one of hundreds of women and girls across our community who will shine bright as you step out onto South Devon's streets to raise funds for patients and their families. Over the course of a week, starting Saturday 4 July, you can choose to walk for either five or ten miles, at any time that suits you. Walking with a friend or with family members, you can take any route of your choice, and if you want to walk in your onesie or PJs, then so much the better! It's totally in your hands: all we ask is that you keep safe, abide by social distancing, have loads of fun, and unite with us for a great cause that makes such a positive difference to people in our community.

If you've never fundraised before, please don't worry! This fundraising pack will talk you through everything you need to know to become an expert fundraiser. Even if you are a seasoned fundraiser for Rowcroft, you may pick up a few more top tips!

Thank you so much for your support.

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Join our online community

Starting on Saturday 4 July, we have an exciting week of online activities planned, for example, a dance warm-up and a Big Ten online birthday disco, and we'd love you to get involved! Closer to the time, you'll receive a detailed programme, and our Events Manager Alexia Croft will keep you up to date with Sleep Walk news and information.

Make sure you have marked yourself as 'going' to The Sleep Walk event on Facebook <https://www.facebook.com/events/251034106165508/> to keep up to date with all the latest news. We'd also love you to post your own photos, videos and messages to The Sleep Walk.

Set a target

Setting a target is a really effective way of letting people know what you are raising money for:

£120

will provide care for a patient in our Inpatient Unit for six hours.

£169

will enable a patient to be supported at home by Rowcroft's Community Team

£297

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

£479

will enable a patient to stay in Rowcroft's Inpatient Unit for 24 hours.

SET UP YOUR OWN 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.rowcroftsleeppwalk 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 Sleep Walk 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.
- Encourage those who pay UK tax to Gift Aid their donations where possible — as this can increase donations by 25%.
- 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).

Link your fundraising page to your Strava app

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 Sleep Walkers, you can join the Sleep Walk Strava group at: <https://www.strava.com/clubs/674820>

For further help with Strava, please see <https://support.strava.com/hc/en-us/categories/202558427-Help-Support>

Thank you for your support!

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



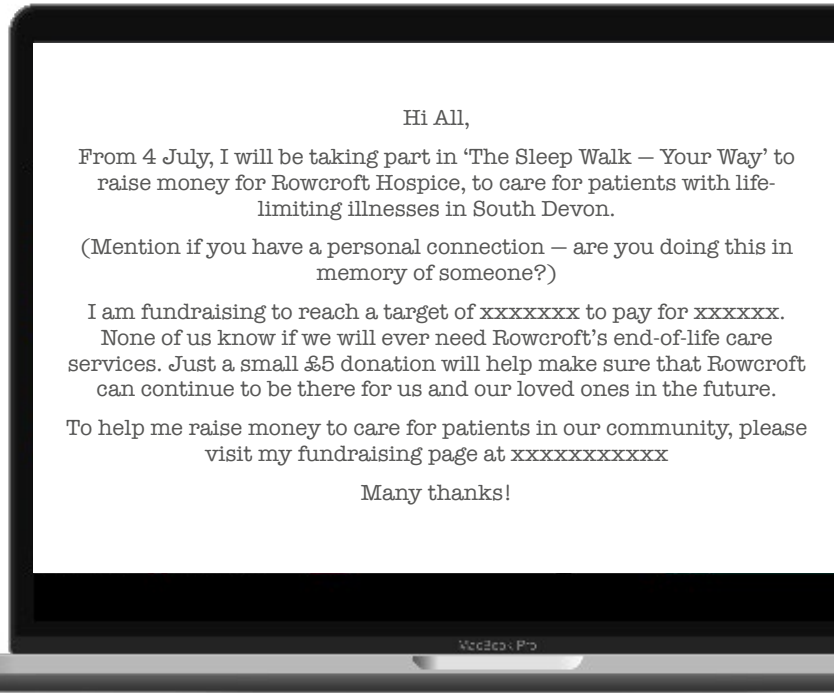
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Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%. We can provide you with sponsorship forms or Gift Aid envelopes to help make that donation go even further. Just make sure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

NOW SPREAD THE WORD...

... to your colleagues

- Send a group email out to all your colleagues to make them aware (see example below)
- Mention your Sleep Walk in your work's newsletter and at any staff meetings/communications.
- 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 them to do this is by matching your fundraising efforts with a company donation.



... to your friends and family

- Share your online fundraising page through Facebook. Copy and paste part of the email above and post it onto your Facebook page. Pick a quiet time to post this, such as evenings and weekends. Tag people in the post who you know are likely to sponsor you. You may need to share this more than once, but try not to bombard people.
- Use WhatsApp and other group messages to spread the word. Create a group chat of people you know are likely to sponsor you.

... to your local community group or club members

- Are you a member of a local community group or club? Ask the organiser if you can share your fundraising page link in a group chat or post the link in your community facebook page.

When walking please keep safe

- Please follow government guidelines about social distancing.
- If you are under 16, please walk with a responsible adult.
- Stay safe — please only walk in areas that you know are safe, and please walk with someone else if it is dark.
- Please do not put yourself or others at risk
- If you have any health conditions, please bear these in mind when deciding where and how far to walk.

Have fun!

- You can dress up in your pyjamas, or accessorise with a funny hat, feather bower or glitter make up.
- Walk at the same time as friends and video call each other — that way it feels like you are together.
- Take your time over it — why not take a picnic, a drink or some snacks.
- Choose a route that you like — take in the scenic views, or perhaps choose a route that passes friends' houses so that they can give you a cheer.