



# FUNDRAISING GUIDE FOR THE GLOBAL ADVENTURE CHALLENGES

**SNOWDON AT NIGHT, JURASSIC COAST TREK AND THE ALPS TREK.**

## *Putting the fun into fundraising*

Remember, fundraising should be all about having fun and the more fun you have, the more funds you will raise for your charity. Always try to think of wacky ways to boost the profile of what you are doing – for example, if you are holding a collection somewhere, fancy dress is always popular!

One golden rule – always remember to tell everyone (yes EVERYONE!) that you are fundraising for your challenge. You'll be surprised how many people get involved in one way or another. Remember to keep people informed of what you are planning to do, what you are looking for and how it will benefit others! And don't be afraid to ask for support; if you don't ask for it, you probably won't get it!

*What are you waiting for?*

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

rowcroft  
hospice





## SPONSORSHIP

The quickest and easiest way to start fundraising is through sponsorship – whether this is online, or through the traditional method of sponsor forms.

*Get going now with sponsorship*

## 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: Snowdon at Night, Jurassic Coast Trek or The Alps Trek
  - 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 you've raised offline, and pick a page theme to reflect the Rowcroft colours.
- Are you ready to start your journey?*

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.





In addition to collecting sponsorship, it's vital to boost your fundraising through other avenues.

*It's more than just sponsorship!*

## THE WORKPLACE ISN'T JUST FOR WORK

Try to encourage your employer to support you in your fundraising efforts. The ultimate goal will be to see if they will match your sponsorship pound for pound – if you are successful in this, then your fundraising target can be doubled! Most businesses are proud to support staff when taking on a challenge of this nature.

Alternatively, involve your colleagues in some simple fundraising activities such as:

### *Dress down day*

ask your boss if people can come into work in 'civvies' for the day and charge people £1/£2 for the privilege

### *More tea vicar?*

Try and make all the cups of tea and coffee for your colleagues and ask them for a small donation in return. You will be surprised how much this can raise over a few months... that's a lot of cuppas!

### *Communicate!*

Remember to tell your work colleagues everything you are doing and have planned. For example, they may be able to donate items for a car boot sale or raffle, they may know someone that can provide a free service for a quiz night – the possibilities are endless and if you don't ask, you don't get. Your colleagues can then attend and support at any of the events you have planned!

Remember, if your employer does support you or shows interest in your fundraising efforts, remember to highlight that you will give them free publicity!



## DON'T FORGET YOU'RE LOCAL!

Your local community may be able to help you with your fundraising efforts. Below are a few different places you could approach to raise some extra money:

### Local Schools

Perhaps you can hold a dress down day, asking every pupil to bring in 50p/£1 for the privilege – this can raise in excess of £100! Another idea would be to see what events the school is running, maybe you can run a stall at the Xmas/Easter/Summer fete – you could paint children's faces, or hold a coconut shy!

### Churches

These are fantastic for support and can be very generous if you ask! See if they can help by making a collection for you.

### Local Pubs

Maybe hold a quiz night and encourage the pub to donate the prize.

### Local Clubs

Do a bit of research to see what happens locally and try to get them involved with a fundraising initiative.

### Local Businesses

Some may be willing to sponsor you! Whilst writing letters is a great way to spread the word, they often get overlooked. Face-to-face is ALWAYS the best way when looking for business support, especially if they are local to where you live and you can give them free publicity! Try going to your local cinema to see if they can donate free tickets for you to sell on/raffle off... the limits are endless so start thinking!

If you are a regular at the gym, regularly play sport or are part of a club, call on your team mates and competitors to organise a sporting event. Hold a five-a-side football match with other local teams, or organise a sponsored bike ride through your club. You could even see if your gym would help you organise a 24-hour sponsored spinning session. Get your creative juices flowing and try to turn your hobby into a fantastic fundraising idea!

## GET ACTIVE!





## SOME QUICK FUNDRAISING IDEAS

### *Collections at supermarkets/sport stadiums*

If you are not directly on the street, they are not considered public collections so please ensure you obtain permission from the manager before you start!

### *Bag packing*

contact your local supermarkets and ask if you can pack bags for the day, leaving buckets on the till for people to make donations. This is a numbers game – the more people you have helping, means more tills are covered meaning you will raise more money!

### *Feeling brave?*

Give your head a sponsored shave! Shock tactics work great in fundraising.

### *Garden tea parties*

invite your neighbours round for a spot of tea and cake – don't forget to hold a raffle!

## SET A TARGET .....

Setting a target is an 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