

The Rowcroft

Sleep Walk

THE SLEEP WALK 2019
FUNDRAISING PACK

Here come the girls!

Thank you for signing up to make moonlit memories and thank you for pledging to help us raise much needed income for Rowcroft. 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.

To find out more visit:
rowcrofthospice.org.uk/fundraising

rowcroft
hospice



WHY WE NEED YOU TO FUNDRAISE

Events play a huge part in how we connect with our local community 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 truth is, it's the sponsorship money raised by those taking part, people just like you, which goes towards funding patient care.

Help make your sponsorship sparkle

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



The sponsorship alternative

Before we clue you up to become an expert fundraiser – if the act of asking people for money really isn't for you or you fundraised for The Sleep Walk last year, why not make a one-off donation in memory of a loved one in place of raising sponsorship funds (minimum £20 per person) instead?. You can do this by adding the donation option when you sign up. Alternatively, you can do this online at www.rowcrofthospice.org.uk/donate (please make clear your donation is in lieu of Sleep Walk sponsorship) or by calling 01803 217641 (during office hours) to pay over the phone.

GET TO KNOW YOUR ROWCROFT!

What are you asking people to give you money for?

We understand that it might not be easy to ask your friends, family and colleagues for money when it looks like you're off on a girls' night out (it's just a total coincidence fundraising for Rowcroft involves prosecco, time with the girls and dressing up fabulously!) 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.



£144

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

£265

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

£486

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

£1220

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

WAYS TO DONATE

Sponsorship form

Technology has made it so easy to fundraise but we can also supply you with a Sleep Walk sponsorship form if this works better for you. Visit www.rowcrofthospice.org.uk to download and print the sponsorship form.



Raising funds online

Just Giving

Raising funds online has never been easier; Just Giving is the leading platform and is super easy to use. It's simple to share the link to your page and can be easily accessed by anyone online. It's ideal if you are raising money in-memory of someone or as part of a team as you can easily create in memory and team pages. Great if you want to raise money separately whilst still contributing to a larger team goal.

Here is how to set up your page:

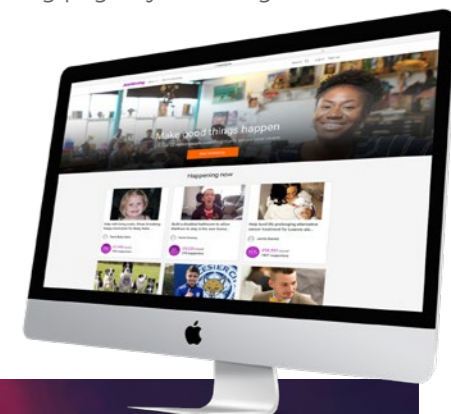
- 1 Visit www.justgiving.com and sign up to create a profile and click start fundraising.
- 2 When asked 'Are you fundraising for a registered charity?'. Select 'Yes, continue'.
- 3 Search for Rowcroft Hospice and add the event you are taking part in.
- 4 Choose your web address – this is the link you'll 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.

Facebook fundraising

Facebook is another great way to raise funds and is easy to use.

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. Becky Prosecco's Sleep Walk 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.



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.

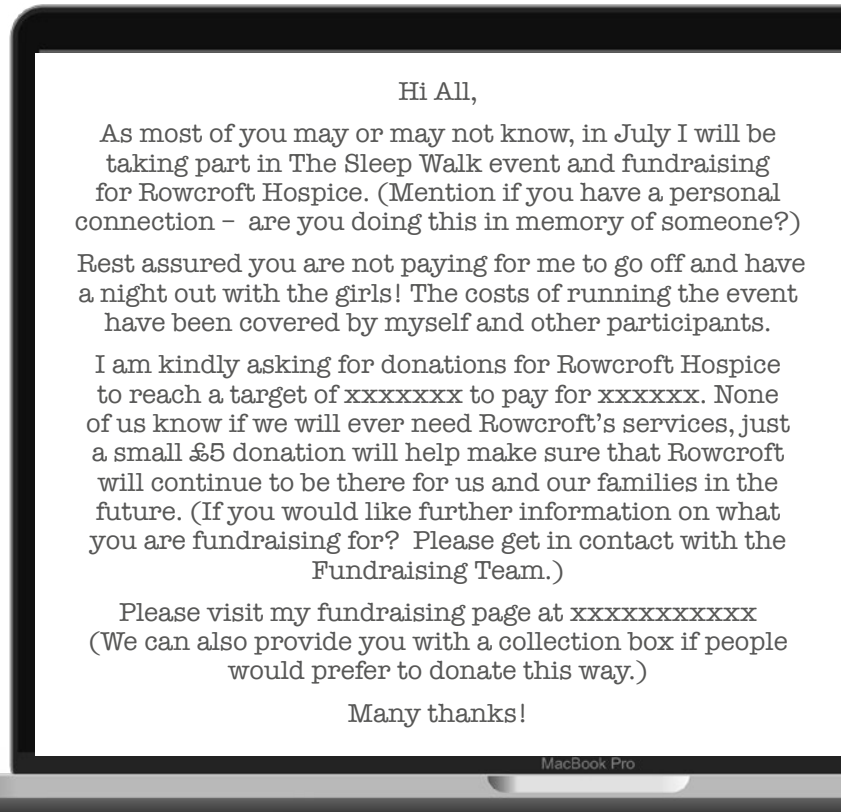
NOW YOU HAVE YOUR SLEEP WALK FUNDRAISING UP AND RUNNING, IT'S TIME TO LET PEOPLE KNOW ABOUT IT!

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 the truth is ladies - 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 present! 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, attend a weekly Zumba class or a part of a PTA group? 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 hold a Sleep Walk bake sale at work? You'll be surprised how popular cakes are in the office! Go the extra mile and 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