



Promoting your Fundraising

Fundraising for your local Hospice is something to be very proud of.

To maximise the success of your fundraising, we need to let as many people know as possible.



If you need help with making and printing tickets, posters or flyers, please get in touch. We can also help promote your event using St. Luke's Hospice networks, via our website, our Facebook page, our shops and listing your fundraising in our events newsletter.



Ask your family, friends and work colleagues if they can help promote your event. Take a poster and flyers to your local shop, the local pub, the gym and your hairdressers. Local community newsletters and magazines also reach a lot of people. Your company intranet page and staff noticeboard are good places to advertise.

Make sure you take a paper sponsorship form with you wherever you go!



The power of social media

Find St. Luke's Hospice page on Facebook and connect with us www.facebook.com/stlukeshospicebasildonthurrock. If you mention St. Luke's Hospice we can like and share your post.

Follow us on Twitter - www.twitter.com/StLukesHospiceB If you mention you're fundraising in aid of St. Luke's Hospice we might favourite and re-tweet it too.



Let local media know

A press release contains details of your fundraising in hope that publishers will feature your story. Editors are interested how newsworthy a story is, rather than how worthy it is. A good press release needs to have a gripping title and first paragraph, a local link, a quote from a named person, a photograph, a link to your online giving page and contact details.

When writing the press release it should answer all of the following questions:

- ❖ Who is doing it?
- ❖ What is it?
- ❖ Where and when is the event taking place?
- ❖ Why are you doing the event?
- ❖ Can people get involved i.e. sponsor you, buy tickets?
- ❖ Who to contact

If you give us plenty of notice, we can create a press release template for you. The newspapers which cover St. Luke's Hospice are the:

Newspaper	Contact Details
Echo	http://echo-news.co.uk
Basildon Recorder	http://www.basildonstandard.co.uk
Yellow Advertiser	http://www.yellowad.co.uk
The Enquirer	http://www.theenquirer.co.uk
Thurrock Gazette	http://www.thurrockgazette.co.uk/

Great news! The local media would like to interview you – what next?

Contact the Fundraising Team at St. Luke's Hospice let us know that you are going to be interviewed. If you are asked anything you are unsure about, tell the journalist that you will get back to them – we will be able to help.



Take photos and video on the day

You can use these afterwards for local media and we can put them on our website and social media pages. Please remember to ask the permission from anyone that you take a picture of. You will also need permission from parents or guardians before taking photos of children, preferably written.

Using Online Giving Pages & Social Media to Share Your Story

Fundraising using online giving pages and social media is simple, quick and very successful. Firstly we'd suggest you set up an online giving page. Online giving pages are brilliant for a number of reasons:

- ❖ They allow friends and family to sponsor you, wherever they may live and are really great if you know lots of people but don't see them on a regular basis.
- ❖ You can write your own story, add updates, photographs and videos to your page.
- ❖ Donating via an online page is very safe and secure. The sponsorship monies go straight into the St. Luke's Hospice bank account. It also means you don't have to collect any cash.
- ❖ To create an account, we suggest you visit either:

www.justgiving.com

JustGiving

www.virginmoneygiving.com



www.btplc.com/mydonate



and follow the on screen instructions. It is really simple and only takes a few minutes..

- ❖ To make the most of your fundraising page and see your sponsorship soar try to make your story interesting, here are a few tips to get you started:
 - Why have you chosen this event?
 - Is there a reason you have chosen to raise funds for St. Luke's Hospice?
 - What will your fundraising mean to St. Luke's Hospice?
- ❖ It is OK having a page but now you need to tell people where to find it. There are a several ways you can promote your online giving page with your friends, family and work colleagues.
 - Email – Send an email with a link to your online giving page. Try to personalise your e-mail so it doesn't feel like people have been mass mailed.
 - Social media - advice on how to maximise your sponsorship using Facebook and twitter is below.
 - 'ShareThis' – try this is a clever tool that links your online giving page to other sites you may use like Facebook and twitter. Once you have set up your page you will be directed you to do this.



Fundraising using Facebook

Did you know that Just Giving receives most referrals from Facebook. You can write a status update on your wall with a link to your online giving page and send a group message to your Facebook friends. If you are taking part in a group event and want to invite others to be involved you could create a group page and publish it on your personal profile.

You can also dissect your friends into different groups and write a different message to each one. You could have a colleagues group, for example, that might be a bit more formal than the message you'd write to your best friends and family.

If you're doing an official event, like a marathon, then search for it and see if it's listed on Facebook and if it is, add yourself to it and post on the wall. If you're doing your own thing and you want others to take part, then you can build your own event on Facebook and send it to friends.



Status updates

Status updates are so easy and inform your network what you're up to. As a fundraiser you should be posting an update fairly regularly, and it should always have your sponsorship page URL in it and page attached to it. Maybe you've had a big donation, or reached a milestone mile during training, it could be anything.

Try to post when most of your friends will be looking at their Facebook account so there's no possible way they won't know what you are up to and enlist a couple of your closest friends to share your page URL on their status too.

Don't underestimate the power of writing to people individually using a direct message. It will yield much better results than sending the same message to everyone.



Post notes on your FB profile

Posting notes is an effective way of regularly sharing your page. The Facebook sharer can pull out the image from your page and the link, which is all you need. So do it, and keep it fresh. If you upload a new photo to your sponsorship page, or edit your personal message, or hit a fundraising milestone, post it as a note.



Click happy, get snappy – post photos

Capture as much of your story on camera and regularly upload photos to FB, tagging yourself and anyone else in them as necessary. Make sure your profile pic is suitably related to what you're up to, perhaps wearing a Hospice t-shirt or running vest? You may also like to set up a platform to share your photos such as Instagram, Flickr, Picasa and Photobucket.



Use videos to promote you page

Lights. Camera. Action! With so many of us having smart phones, there is no excuse for not shooting your own 1 or 2 minute video. Video is an extraordinarily powerful medium to get stories and concepts across to people quickly. You've got a few options with Facebook video:

- Use the Facebook video app. This is great for short videos, especially if your friends are in it. It has the same tagging functionality as the Photos app, so can spread through newsfeeds effectively.
- Use a dedicated video site like YouTube, Vimeo or BlipTV, Facebook Live.



Fundraising using Twitter

Don't just post the link on your page without any text. Try and think of fun, interesting words that will grab the attention of followers and make them want to read your tweets and click on a link to your JustGiving page or whichever donation page you have set up. You may wish to shorten your link using tiny.url etc.

Most Twitterers follow hundreds of people, so don't get to read every tweet on their timeline. This means that it's so much more acceptable to tweet the same thing more than once. If your event is a national event or part of social trend you may wish to use a hashtag such as #GtNorthRun.

Also it's worth sending direct messages via Twitter – people will definitely see and read these, whereas they might easily miss your tweets amongst the many in their timeline.

You can tweet photos too – but don't just tweet the link, entice people to open it.

Network with us

Find the St. Luke's Hospice Fundraising www.facebook.com/stlukeshospicebasildonthurrock page on Facebook and connect with us. Share your tips and stories and photos with the fundraising team so they can pass on the goodness to others. If you mention St. Luke's Hospice we can like and share your post.

Find us on Twitter too - www.twitter.com/StLukesHospiceB If you mention you're doing an event for @stlukeshospiceB we might favourite and re-tweet it too.



Don't forget to say Thanks!

Post a thank you note/update and tweet when somebody sponsors you. It acts as a thanks AND a reminder to others in the newsfeed/timeline that they still need to sponsor you.

When your activity is over don't forget to thank people collectively and individually. Let them know in as much detail as you can how much of a difference everyone has made together through your activity.

Sometimes most of your sponsorship comes after completing your event. Post an 'I made it all the way round, it was hard but fantastic. You can still sponsor me at [www....](#)' post after your event. A large amount of money is made this way, and people who haven't sponsored you already may be persuaded when they see how much effort you've put into your event.