

Organising a Fundraising Event

There are a huge number of tried and tested means of raising money in the community. With a little time and thought your idea can be converted into a new and exciting event.

Here's just a few of the things you could do to raise money for The Norfolk Hospice:

Our **A to Z of Fundraising** is a list of over 280 ideas and is available to download from our website.

- Have a **Non-uniform** or '**Dress Down**' Day – give a donation to attend your school, college or work in your own clothes rather than your uniform or business suits!
- **Job Swap** – why not auction off the boss's job for a day?
- Hold a **Fashion Show** – team up with your favourite clothes shops to organise an evening of entertainment
- Host a **Concert, Musical Evening** or **Quiz Night**
- Hold a **Coffee Morning** or **Cream Teas**
- Organise a **Plush Dinner** with guest speakers or a **Wine Tasting** event
- Sell your unwanted items at a **Car Boot Sale** for The Norfolk Hospice.
- Do a **Sponsored Silence, Head Shave, Slim, Walk, Run, Cycle** or **Swim...** The list is endless!

The Norfolk Hospice can assist with various sponsored events such as the London Marathon and skydiving (See our **Easy Guide to Sponsorship Fundraising** for more details)

- **Open Gardens, Barbecues, Beach Parties, Barn Dances** and **Nostalgia Evenings** are all fantastic ways to raise funds and great fun too!
- Organise a **Raffle** with prizes from local shops
- Do **Bucket Collections** in local pubs and clubs - get permission from the owners and speak to the Hospice fundraising department first

Fundraising Activity Form

As soon as you have decided on your fundraising event, it is essential that you complete a "Fundraising Activity Form" and send it to The Norfolk Hospice Fundraising Office.

This will enable us to:

- Check whether it clashes with any other events
- Give you guidance and support
- Provide necessary items (e.g. sponsorship forms, collecting tins etc)
- Add your event to our diary and media information
- Verify any specific requirements (e.g. insurance, collecting permits etc)

Planning Your Event

Once you have chosen your event there are many areas that you must cover to make it a success.

The keyword is PLANNING - allow plenty of time to look at the various aspects of the challenge that lies before you.

- Discuss with friends, colleagues, and management how easily the event can be organised.
- Do you have the people to make all parts of the project run smoothly?
- Will the event cost anything to get off the ground?
- Arrange a date.
- What resources do we need?
- How do we publicise the event?
- What could go wrong?

Publicising the Event

Your event must be well publicised if it is to be a success.

At work:

- Notice boards
- Company magazine or newsletter
- Announcements at briefings
- Word of mouth

At home:

- Leaflets to families
- Leaflets to local suppliers
- Announcements on local radio
- Advertisements and articles in local papers and community newsletters
- Notices placed in public places in the community, for example, surgeries, libraries, local shop

The Media

If you are able to get the support of your local Radio and TV station your event's profile is taken onto another level. You will find it invaluable when approaching people in the local business community. If they think that they might be able to get some good (and cheap) local PR, they are more likely to help.

The Norfolk Hospice has close links with a number of local reporters and we would urge you to contact us before approaching the papers direct. If you know a reporter use the personal contact as this always works better than the cold contact. Find out the paper's deadlines for copy and photographs.

The local paper will always require the following information:

- What the event is
- Who is involved?
- Why the event is taking place
- When, where and what time?
- Contact name for further information

When you are planning your event, always try and think like a newspaper reporter. Think what is newsworthy. Try to create a publicity stunt / have a local dignitary or local celebrity and always have a photo opportunity.

Just Giving

The Norfolk Hospice is able to support all our fundraisers through the free use of the Just Giving website.

www.justgiving.com is the leading website for accepting **Sponsorship** and **Donations** for charities. You can set up your own fundraising page online to collect sponsorship and to promote your event.

If you're planning to enter a **Challenge** or **Sponsored event** for us, you can now raise your sponsorship money without even leaving your chair!

No more dealing with cash or cheques, no more hassling friends and family.

All you need to do is create your own **Internet Sponsor Page**, email it to all your friends and get them to donate quickly and easily online with a credit or debit card. Plus, online donations from UK taxpayers collect a 28% tax bonus!

Simply go to **www.justgiving.com**, select the event of your choice, then follow the simple instructions to personalise your page. By creating your own online sponsor page you can:

- Email the page to all your friends

- Watch your total grow on screen
- Include a photo and personal message
- Update your target amount as often as you like

And don't forget

- A 28% tax bonus will be added automatically to donations from UK taxpayers, making it quicker for you to reach your target amount and ensuring more money goes to help our cause
- The secure servers mean all card information is totally safe
- You won't have to deal with cash or cheques

So set up your page now and make the most of the Internet!

Just create your page for The Norfolk Hospice today at www.justgiving.com

Gift Aid

Gift Aid enables The Norfolk Hospice to reclaim the amount of income tax paid on a donation or sponsorship from the Government. In order to maximise the donation or sponsorship, it is imperative to ensure that taxpayers agree to the charity reclaiming this tax, and that they complete the required information as detailed on the sponsorship form.

Fundraising Tips

- Sign up to **www.justgiving.com** – the sponsorship and donation website
- Put your event onto the diary on **www.itsmymarket.com** – the community events listings website
- Approach companies for corporate sponsorship. Contact the Public Relations department or Community Development department
- Get the press involved as much as possible. Try to get your photo or a story about your fundraising activities in the local paper as much as possible
- Do something different - pull a car along a stretch of road, get a Mohican haircut (if your boss allows it) etc. Be original and stand out from the crowd!
- Remember, above all else: Fundraising should be fun! Do something that you are passionate about and enjoy while raising money for a good cause.

We hope this information has given you an insight into fundraising along with some ideas and advice to help you raise money to assist us in providing the vital care and support for the patients and their families who are supported by The Norfolk Hospice.

Other ways that you can support The Norfolk Hospice include:

- **Joining the The Norfolk Hospice Lottery.** Your chance to win £1,000 each week! Call us to find out more.
- **Recycle your old Mobile Phones and Ink Cartridges** at one of our Hospice shops
- **Organise a Collection** or put a **Collecting Box** in your home
- **Donations in Lieu of Presents or Cards** (wedding anniversary, birthday etc)
- **Consider Leaving a Legacy in your Will**
- Giving a **Regular Donation** direct from your bank account or salary
- Supporting one of our **Charity Shops** by donating your unwanted items
- **Becoming a Hospice Volunteer.** The Hospice needs volunteers to work with our nurses in our day care unit as well as drivers, shop assistants, gardeners, catering and administrative assistants to name but a few.

Contact Details

The Norfolk Hospice Fundraising Office
5 Old Church Road
Snettisham
King's Lynn, PE31 7LX

Telephone: 01485 542891

Email: fundraising@norfolkhospice.org.uk

Fundraising Event

Fundraising Event	
Name	
Address	
Telephone number	
Mobile number	
Email address	
Summary of the Event	
Date of the Event	
Venue	
Estimate £ raised	
Other information	
To be completed by The Norfolk Hospice	
Diary Updated	
Website Updated	
Information / merchandise sent out	
Other items required	

Please return your completed form to:
The Norfolk Hospice, Fundraising Office,
5 Old Church Street, Snettisham, King's Lynn, PE31 7LX