



# All the ingredients you will need for a successful fundraising event



Reg Charity No. 289154

# Planning & promotion

Set your date, place and time

Invite  
your  
friends

Use the  
downloadable  
invitations to print  
out and hand to  
your friends and  
family



Share the invite to  
them via email or  
social media

Call them up and  
invite them and they  
can't refuse you!

Online  
Fundraising



## Drumming up support

To go alongside your JustGiving  
page or Much Loved page, why not  
set up Facebook fundraiser too?

- Ask your most generous friends to sponsor you first.
- Inform friends and colleagues at work, school or any groups you belong to about what you are doing for St Elizabeth Hospice. Encourage them to sponsor you or even to take part themselves.
- Email everybody in your address book - don't forget to include the link to your JustGiving page.
- Don't be embarrassed to ask people you haven't seen for a while - it's a good excuse to get back in touch with those you've lost contact with.
- Send gentle reminders - through social media, by text, email or post - to all your potential donors, especially around payday.
- Post update pictures of your training or event preparations.
- If you are organising an event and want to boost your ticket sales why not look into doing some Facebook advertising - it's cheap and helps you reach out further.

## Matched giving at your workplace

If you work for a company why not check with your employer whether they offer a matched giving scheme. If they do, the company or organisation you work for matches the amount of money its employees raise for charity.



## Social media

Social networks like Facebook, Instagram and Twitter are a great way to let everyone know that you are raising money for St Elizabeth Hospice.

You can post update messages and photos to allow your friends and followers to see what you are doing and why.

To go alongside your JustGiving or Much Loved page why not set up Facebook fundraiser too?

Our Facebook page has a 'donate' button that you can direct people to. You can also fundraise for a celebration via Facebook. This is an easy way to spread the word to your Facebook friends without having to contact them all individually.

Share your fundraising page on Facebook to keep your friends updated on your fundraising.

*Remember to use our hashtags:*



#StElizabethhospice  
#yourlocalhospice



## Getting coverage in local newspapers and radio

Tell your local newspapers/parish magazines/radio stations about your plans.

We can provide you with a template or just email them with all the details.

As well as letting them know before, speak to the media after your event with your story and how it went on the day. You can do this using the press release template or over the phone, and supply them with any photos from the day (providing you have permissions) or invite them to attend the event as they might be able to send their own photographer.



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**Contact the fundraising team:**

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St Elizabeth Hospice is a registered charity 289154