



TRIFEST

Relay Challenge 2021

- RUN - CYCLE - STEP UP -

How to get the most out of your Tri-Fest challenge

Firstly, a big thank you from all at St Elizabeth Hospice for getting involved with Tri-Fest - our first virtual triathlon challenge! With Covid-19 seeing our Ride-fest challenge postponed this year we're delighted your business is taking on our virtual triathlon. Cycle, run, and step to compete against local businesses, earn a medal all while raising funds to support the vital work of St Elizabeth Hospice.

Why get involved in Tri-Fest?

St Elizabeth Hospice is here for people living with progressive and life-limiting illnesses. We offer expert care and support to help them, and their families, maximise the potential from the time they have left. We provide our services for free, which cost £12.9 million to run, 70% coming from the local community. We rely on fundraising, donations and volunteers to keep going. Your support helps us grow local hospice care in the neighbourhood. We can't do that without businesses like yourselves taking part in our events, and helping us raise those much needed funds.

Think about what will make your Tri-Fest a success

Get sponsorship either for your team or individuals challenge task!

- **Set a target** - Either for individuals involved or your team as a whole. So we are asking companies to aim for £250 in total but of course the sky's the limit! Check out the JustGiving top 10 fundraising tips www.justgiving.com/fundraising/tips/top-10-fundraising-tips
- **Circulate the enclosed sponsorship form**

Taking on a challenge and raising sponsorship money?

- **Top tip!** - When getting sponsorship, go to people who will be your top sponsors first - by having a series of £5-£10 sponsors on the top of the form, others will follow suit.
- **Send us your videos and pictures** - we can share your support: Use our hashtag [#Trifest](https://twitter.com/Trifest) or email corporateteam@stelizabethhospice.org.uk

Make every £ count

- **Gift Aid it!** Encourage everyone that sponsors you to Gift Aid their donation - that way for every pound you raise, an extra 25p will be donated at no extra cost to you or your sponsors. Just make sure that your sponsors clearly put down their full address including post code. If they are UK taxpayers, then that's all they have to do, it's that easy!
- **Match-fund it!** Matched giving - 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.

Encourage other people from your business to join in on the fundraising activities

You may be working remotely but here are some fun ways to fundraise – from a distance!
Host an event online with your colleagues:

- **Meet for cocktail hour or hold a disco night** – get dressed up, everyone make their favourite cocktail and meet to enjoy them together
- **Host a virtual film night** – use Netflix party to watch a film at the same time
- **Host a Bake-A-Long** – if you're missing the office bake sale – donate and bake together!
- **Sports quiz or a virtual pub quiz**
- **Baby photo comp** - Guess the baby picture - get your colleagues to send their cutest baby photo and a donate to guess who is who
- **Raffle / tombola** - a chance to win a range of prizes including some sporty ones
- **Creating an event with impact** - Enclosed in your pack you will find a sweepstake that could help you raise £50 of your £250 fundraising target.

Press activity

Contact the news or features editor at your local paper, radio station, TV etc. and tell them that what you're doing during Tri-Fest. Remember to make it stand out though as we have lots of people taking part so you'll need to offer the press something different to guarantee your coverage.

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Tell everyone!

Be sure to publicise your involvement with Tri-Fest - the more you talk about what you're doing the more awareness there will be and hopefully the more donations and support you will receive.

There are lots of different apps you can use to stream or record your event, including Facebook Live, YouTube, Twitch, Zoom and Instagram Live

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

Post update pictures and videos of your training or event preparations and allow your friends and followers to see what you are doing and why. Remember to use our hashtag **#Trifest** and tag us in your posts:

Twitter - [@StElizabethHosp](#)

Facebook & Instagram - [@StElizabethHosp](#)

Don't forget to communicate

- **Within your organisation** - intranet, emails, newsletters, noticeboards
- **To your customers / clients** - via email, newsletters and website. Why not add to your email signature a sign off along the lines of Proudly Supporting Tri-Fest
www.stelizabethhospice.org.uk/Tri-Fest
- **With us!**

#TriFest



stelizabethhospice.org.uk/tri-fest



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