




hospice for children and young people

Fundraising Guide

you're amazing!

Contents

Welcome to Team Rainbows.....3

How your fundraising will help support local children and young people.....4

Your fundraising goals.....5

Involve others in your fundraising.....7

Show your support with our fundraising materials.....8

Shout about your fundraising.....8

Create your JustGiving page.....9

Fundraising on social media.....10

Sponsorship form.....11

Advice on money handling.....13

Keep in touch.....13

Aadi exploring
our gardens



Welcome to Team Rainbows

Thank you so much for wanting to fundraise for Rainbows Hospice for Children and Young People, your support means the world to us, our children, young people and families.

Did you know, we look after over 400 children and young people with life-limiting conditions, living right here in the East Midlands. Eight out of ten of these children, young people and families are funded by people like you, taking part in our events, giving donations and buying from our shops.

In this pack you'll find inspiring tips, hints and advice to get your fundraising off to a brilliant start and we've also included some information about how the funds you raise will help to make a real difference to children and young people living with a life-limiting condition. So what are you waiting for? Read through the pack and get planning today!

We believe that fundraising shouldn't feel like a lot of hard work, it should be fun, simple and make you smile. That's why we're here to help. If you need anything at all, or want to have a chat about your ideas, get in touch – we'd love to hear from you.

Email: supportercare@rainbows.co.uk

Phone: 01509 638 049

Twitter: @rainbowshospice

Facebook: @rainbowsfanpage

Instagram: @rainbowshospice



How your fundraising will help support local children and young people

Rainbows is a place for children and young people to play, laugh and receive the best care possible. Along the way we support mums, dads, siblings and grandparents – because we know life-limiting illnesses affect the whole family.

Because of you, we can:

- be here for over **400** children and young people in the East Midlands
- help over **250** bereaved families deal with the loss of their child
- support **90** siblings of children and young people with life-limiting conditions
- provide **24-hours** of care, seven days a week

You're part of something really special when you fundraise for Rainbows.

Here are some of the things your fundraising could help provide:

- **£5** funds arts and crafts materials for one day. Arts and crafts is a great therapy as it gives our children, young people and siblings the opportunity to have fun and express themselves
- **£10** funds the cost of one hour for one of our training nurse associates, helping to provide vital care and support to the children and young people who rely on us
- **£50** funds a music therapy session. As many of our children and young people don't have the language skills they need to communicate their emotions or may not find it easy to talk about their feelings. Music therapy provides an ideal space in which to express themselves



Denon with two members of the Care Team



Reece having fun in Soft Play



Nuh playing with his family

Your fundraising goals:

When it comes to fundraising, we're here to help you and to get the ball rolling, we've created this helpful planner for you to start jotting down your thoughts, ideas and fundraising targets.


Set a fundraising target:

Every penny you raise will help brighten the lives of local children and young people with life-limiting conditions. Set a target as this will help to motivate you to achieve (or even exceed) your goals.



Your fundraising ideas:

Target set, now let's think about the best ways to reach it. What do you enjoy most, will you fundraise with friends, family, colleagues or by yourself? We recommend choosing an event which plays to your strengths – and we're always on hand to help with ideas, just drop us an email on supportercare@rainbows.co.uk or call 01509 638 049.



Plan your fundraiser:

Target set, ideas set, now it's time to think about the details of your event. When and where will it be hosted? Who will you be asking for help? How will the event work? Before you get started, we'd recommend you check any costs you may incur – we'd also recommend you give our Supporter Care Team a call on 01509 638 049 as they'll be able to advise on any legal things you may need to consider to ensure everything is safe and above board.





Involve others in your fundraising:

There are lots of people you can get involved in your fundraising:

- friends and family
- local clubs and organisations
- neighbourhood

Your workplace is also a great place to promote your event, raise sponsorship and get people involved. Whether it's putting up posters, leaving flyers in staff rooms or sending out emails to your team explaining what you're doing and why. Who knows, a quick chat with your manager may even lead to your business match giving what you raise – boosting your fundraising target and helping support even more local children and young people with a life-limiting condition!

A lot of companies have budgets for matching their employees' fundraising efforts, find out if your employer does this, if not, be brave and ask if they would be prepared to support you.

Make the most of all your work contacts, such as suppliers and clients. If you know them well, they may well sponsor you through their company.

Please note, some companies will ask for a letter from us to confirm you're fundraising before they'll match it.

That's no problem, just let us know and we'll send you what you need.

Show your support with our fundraising materials:

Whether you're running a half-marathon, taking part in one of our events or hosting a family fun day – we're on hand to help you which is why we have a range of promotional materials we can give you to help you raise awareness and let people know you're supporting Rainbows Hospice for Children and Young People.

Please get in touch with our Supporter Care Team by calling 01509 638 049 or emailing supportercare@rainbows.co.uk and we'll provide you with relevant materials to help you with your fundraising, including our "Supporting Rainbows" logo and poster templates which you can utilise to let everyone know you are doing something amazing!



Shout about your fundraising:

A great way to promote your fundraising activity is online – via Facebook, Twitter, Instagram and other social media platforms. To help you spread the word, we've created a selection of social media assets which you can use. These include:

- a Facebook frame which includes the "Supporting Rainbows" logo
- Facebook, Twitter and Instagram post imagery
- email signatures

These can all be found on our website at rainbows.co.uk/assets

While we're talking about social media, don't forget to tag us in your posts too using the following handles.



@rainbowsfanpage



@rainbowshospice



@rainbowshospice

We love seeing what our supporters are doing for us – and we're always on hand to offer words of encouragement and to share details of the activities too.

Create your JustGiving page:

Think of your JustGiving page as an online Sponsorship Form... and setting it up takes only a few minutes by following these steps:

- go to justgiving.com/rainbowschildrens and click the big **Fundraise for us** button.
- log in (if you've used the platform before) or create a **FREE** account if you're new to JustGiving
- choose **what you are doing from the options** from the event type options – and then follow the onscreen instructions
- tell us what you're up to by filling in the information about the event, include dates and why you're fundraising for Rainbows
- answer the last few questions, click **create page**. You're amazing and well done. **All donations** on your page will be **automatically sent to Rainbows**.
- edit your page by adding a picture, setting your fundraising target and tell everyone your story. Don't forget to update the page regularly with information on how your fundraising is going

If you're collecting money offline, JustGiving has a section where you can add this. Make sure you add them to your page and watch your total climb – and once your fundraising is complete, JustGiving will send the information straight to us!

Setting a target donation amount can result in a 45% increase in page value

JustGiving don't charge any fees

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did

Uploading a profile picture is linked to a 23% increase in page value



Good Luck with your fundraising!

Fundraising on social media

Did you know that a whopping 97% of all donations that come from social media are driven from Facebook! And to make fundraising via social media even easier, Facebook and Instagram have launched fundraising tools to help you (and us!)

Facebook Fundraising:

Facebook Fundraising is perfect whether you're fundraising ahead of an event / challenge, or celebrating a birthday or anniversary – it's also quick and easy to set up.

- click *Fundraisers* on the left menu of your Facebook newsfeed
- click *Select Charity*
- pick *Rainbows Hospice for Children and Young People*
- follow the on-screen instructions, adding as much information as you'd like and then click *create* – there you have it, your Facebook Fundraiser has been created

Once this is live, your friends, family and Facebook associates can donate quick and easily while browsing through their social media. When they make a donation, they'll have the option not only to Gift Aid it (if their eligible, please encourage them too as we receive 25% extra, at no added cost to you) and to keep in touch with Rainbows to find out how their support is helping local children and young people.

Facebook Donate Button:

Did you know you can add a Facebook Donate button to any of your posts – this is the perfect way to make it quick and easy for your friends and family to make a donation to you, when you're shouting about your fundraising efforts on Facebook.

To add the button, type your post as normal and then before clicking *publish...*

- click the ... symbol
- click *Support Charity*
- search for *Rainbows Hospice for Children and Young People* – select us when we appear
- post your update as normal

Instagram Donate Button:

To add a sticker to your story, follow these steps:

- tap on your *Stories* button
- click the Sticker button and pick *Donation*
- search *Rainbows Hospice*
- add the sticker to your story and post as normal



I'm raising money by

My details are

| | | |
|-------------------|--------------|-----------|
| Title | First Name | Last Name |
| Email | Company Name | |
| Home Telephone | Mobile | |
| House Number/Name | Postcode | |
| Signed | Date | |

Please tick the box to indicate understanding that should your participation in the planned sponsored activity not go ahead, you will notify all supporters/donors to ensure they are still happy for monies donated to go to Rainbows ☐

Your gift can be worth 25% more – at no extra cost to you

giftaid it

[illegible]

giftaid it

[illegible]

How to pay in your sponsorship money

By post Send your sponsorship form and a cheque (made payable to Rainbows Hospice) to us at Fundraising, Rainbows Hospice, Lark Rise, Loughborough, LE11 2HS.

Online Go to rainbows.co.uk/donate and click on donate.

Don't forget to add a message at the end of your donation stating the event or reason for paying your money in.

Rainbows Hospice promise to hold your data in the strictest confidence and we will not share it with any third party. The permission you give us to contact you will remain valid for 3 years, after which time we will contact you again to ask if you still want to hear from us.

If at any time you want to stop or change how we contact you, you can call us on **01509 638 049** or email us at **supportercare@rainbows.co.uk**.

Our full privacy policy is available at rainbows.co.uk/privacy or on request.

Total raised:

thank you

Your support is so important to us.

Office use

Registered with



Advice on money handling:

Wherever possible, encourage your sponsors to donate via JustGiving (or online at rainbows.co.uk/donate.) This removes any responsibility for cash handling from you, and the money is paid directly into Rainbows' bank account.

- remember to get permission and, if necessary, a license for any public collections
- do not carry large sums of cash on you, as this leaves you vulnerable to theft
- do not leave cash in your car/bag unattended
- if fundraising during your activity (for example, via a bucket collection) have a method in place to transfer excess cash to a safe place



Keep in touch:

Thank you so much for supporting Rainbows and helping to brighten short lives.

If you have any questions about your fundraising or your looking for some advice on how you can get involved, please call 01509 638 049 or emailing supportercare@rainbows.co.uk. You can also get in touch with us via any of the following social media channels:



@rainbowshospice



@rainbowsfanpage



@rainbowshospice

After your event we'd love to keep in touch with you too – letting you know how your amazing support is helping local children and young people with life-limiting conditions. We'd also love to keep in touch with your family and friends who have supported you. If you'd like to hear from us, please do fill in your contact details via rainbows.co.uk/keepintouch – and these can be updated at any point!

thank you

for helping us
brighten short lives



rainbows.co.uk

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