



NCS

Fundraising Pack

Here are some useful hints and tips to get you started with fundraising for Rainbows.

rainbows.co.uk

Registered Charity Number: 1014051


hospice for children and young people



Thank you for
supporting Rainbows
- please remember
to follow the latest
government guidance
on Covid-19, to help you
plan safe and successful
fundraising activities.

Thank you for choosing to fundraise for Rainbows!


There's lots you can do to support us. This pack will give you some handy hints and tips based on feedback from previous NCS teams who have worked with us.

Because of our supporters, Rainbows can be there for children and young people who'll live short lives. We provide a place for children to play, laugh and receive the best care possible. Along the way we support mums, dads, brothers, sisters and grandparents - because life-limiting illnesses affect the whole family.

We give them care and support that's second to none, but we also fill their days with fun experiences. It's not unusual to see a child's face light up for the first time in a long while.

As the only hospice for children and young people in the East Midlands, we step in when families need us most - and we stay with them for as long as they require. Over 300 families rely on Rainbows every single year. That's a lot of very poorly youngsters and even more anxious and exhausted families.

We are totally committed to caring for the East Midlands' most seriously ill children and young people - across Leicestershire, Derbyshire, Nottinghamshire, Northamptonshire, Rutland and South Lincolnshire.



If you'd like to continue to support Rainbows after your NCS fundraising activity has finished, we'd love to have you on board. There are lots of different ways you can help, from supporting at events to volunteering in our shops. There are some great opportunities to have fun and make a difference and don't forget... volunteering looks great on your CV too! For more information please visit rainbows.co.uk/volunteer.



Establish your team and choose your fundraising idea.

The groups who are most successful with their fundraising are the ones who spend time at the beginning making sure they really think through their ideas and plan thoroughly.

Roles

Decide who is going to lead the team, take the notes and manage the budget.

List your ideas

Write down all the ideas you have. Remember to listen to everyone – sometimes people have great ideas but don't always shout up first. Write everything down, however outlandish. An ambitious idea can always be scaled down.

Create a shortlist

Decide which ideas really jump out as being the best.

Often the best ideas... ...are simple

If it's easy to organise it's more likely to be a success, and you may be able to do a couple of different fundraisers this way! Big fundraising events can take months to organise. Be realistic about what you can do in the time you have.

...are low or no cost

Ideally you want to keep your costs low, so you can donate more at the end.

...appeal to lots of people

The more people you can involve, the more you can potentially raise.

...are fun

Pick something you will enjoy doing and others will enjoy participating in.

Pick your idea or ideas

If you're struggling to choose between two or more ideas, a group vote is a fair way to choose.

Now get fundraising!



The next bit... planning your fundraising activity

For each activity, think about what's involved.

What?

What are you doing and what resources will you need?

Who?

Allocate roles within your team for the tasks that you have. Also remember to think about who your activity will appeal to and how you will let them know about it.

Where?

Think about where your activities will take place. Remember, for any private land and most public places, you will need permission to host your event there.

Why?

People may well ask about Rainbows. It's great to know some key information about the hospice. See the front page of this pack or our website, or speak to one of our Fundraising team to find out more.

When?

When will the activity take place? Make sure you allow enough time to arrange it.

How?

What do you need to do to make it happen? Are there costs involved? How will you ensure it brings in money?

Some ideas to start you off...

Dress Up Days / Be A Rainbow Day!

Ask friends and family to donate £1 or £2 to dress up for the day. You could dress as a rainbow, superhero or whatever you like. Pick your theme and get everyone involved.

Cake Sales / Coffee Mornings

Could you and your friends hold a cake sale at a local venue? Everyone loves a tasty treat and if you get the cakes donated or bake them yourselves, the cost will be tiny.

Virtual Activity

Could you host an online quiz or gaming tournament?

Sponsored Activity

Could you take on the challenge of a sponsored silence or dance-a-thon? How about a run, walk or swim? There are so many activities you could do.



Follow us!



@rainbowshospice



@rainbowsfanpage



@rainbowshospice



Promote your event online...

A great way to promote your fundraising activity is online – via Facebook, Twitter, Instagram and other social media. There are a couple of key points to think of when fundraising for us online:

Our Logo

Please use our 'Supporting Rainbows' logo when promoting your fundraising online.



Page Name

When creating your page name, please don't include the word Rainbows. You can have your team name or something related to your group. Original and catchy is better and makes you easier to find.

Your Group

When talking about your support for Rainbows, please add the wording that you are 'Supporting Rainbows' or fundraising 'in aid of Rainbows'. This is so that people who support your page can clearly see that you are a supporting group and that your activity is not organised by Rainbows.

Promote your page / posts

Like and share. Tag us in your posts:

Facebook: @rainbowsfanpage

Twitter: @rainbowshospice

Instagram: @rainbowshospice

Remember when you are posting / sharing posts on Facebook as part of your group, what you post reflects on Rainbows as well as on you. Post positively to promote your fundraising!

Hashtag: #RainbowsHospice #Fundraising

Set up your JustGiving...

How to set up a fundraising page on JustGiving:

Setting up a fundraising page on JustGiving is easy, just follow these simple steps:

1. Sign in to or set up your JustGiving account and press **'start fundraising'**
2. You will be asked if you are fundraising for a registered charity, select **'Yes'**
3. Search **'Rainbows Hospice'** and select us when we appear
4. Select what you are doing to support us and tell us a little bit about how you are supporting us, this will help us to provide you with support throughout your fundraising
5. Choose a website address, this will help people donate to your page
6. Click **'create page'**
7. Click **'edit page'** this will allow you to personalise your page with your story and pictures to support your fundraising efforts

You are now ready to start fundraising.

How to set up a team page on JustGiving:

Setting up a team page on JustGiving is easy, just follow these simple steps:

1. Create your fundraising page and click view your page
2. Click the **'create a team'** link and give your team an exciting team name
3. You'll be asked to confirm us as the charity you're fundraising for and what you are doing to fundraise
4. Provide your story, telling supporters why you are fundraising and add a team photo
5. Set your team's fundraising target, you can also add individual targets in the drop-down menu
6. If you're fundraising as part of a business, link your team to the company, this will help with donations
7. Choose your team's web address and hit **'create a team'**

Inviting members to your team:

Now you have an awesome fundraising team page, you can invite members to your team. This can be done in two ways:

1. You can set your page to open, this allows anyone to join
2. You can set your page to invite only, you can now add new members to your team page

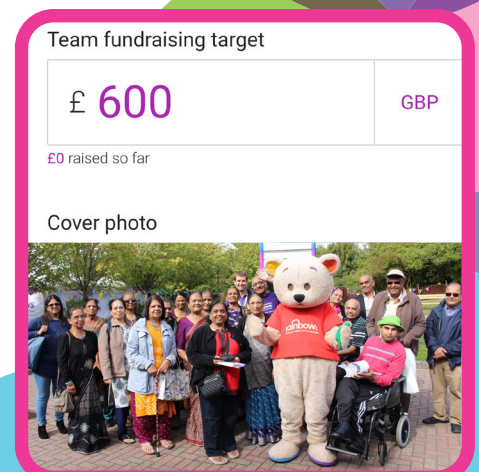


Tips and Tricks

Use these fundraising tips and tricks to help boost your fundraising efforts:

- Add personalised pictures - could **raise 15% more**
- Post regular updates - could **raise 6% more**
- Write a summary of your fundraising efforts - could **raise 9% more**
- Set a fundraising target - could **raise 46% more**
- Creating a team page - could **boost your donations by 10%**

For more information about JustGiving team pages contact our Supporter Care Fundraiser, Neil Swift, by emailing neil.swift@rainbows.co.uk or by calling **01509 638 005**



Advice on Money Handling

Wherever possible, encourage your sponsors to donate via JustGiving (or online at www.rainbows.co.uk/donate.)

This removes any responsibility for cash handling from you, and the money is paid directly into Rainbows' bank account.

1. Remember to get permission and, if necessary, a license for any public collections. Speak to your NCS mentor / coordinator about this.
2. Do not carry large sums of cash on you, as this leaves you vulnerable to theft.
3. Do not leave cash in your car / bag unattended.
4. If fundraising during your activity (for example, via a bucket collection) have a method in place to transfer excess cash to a safe place.
5. Ideally, give cash straight to your NCS coordinator / mentor – remember to keep track of how much you've raised.



My details are

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

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.

Total raised:

thank you

Your support is so important to us.

Your details will only be used by us. You can change the way that you hear from us at any time by emailing supportercare@rainbows.co.uk or calling **01509 638 049**. To find out more about how we collect, use and store your personal information, please read our privacy policy at <https://www.rainbows.co.uk/about-rainbows/charity-information/privacy-policy>



Registered with
**FUNDRAISING
REGULATOR**

Office use