



Planning your fundraiser - some useful tips

Some of these tips will be relevant to your event, others not. You may also have some different ideas!

Date: Decide on the date (try to avoid clashing with other events, including football matches on TV!)

Venue: Decide on the venue/location - Try to make it as easy as possible for people to attend/support you, so a central location is useful, but if you have a particular connection to a venue/location and you have support from the venue owner/manager, that can be just as important.

Garda Permit:

If you're collecting in public places, including going house-to-house, you must have a Garda Permit. Call in to your local Garda station and fill out the application form. They will issue the permit within a couple of weeks.

Fundraising – Sponsorship Cards:

Many people use sponsorship cards for fundraising. We have North West Hospice sponsorship cards, so just let us know how many you would like and we will send them out to you. We kindly request that you return all sponsorship cards to us after the event, even those which have not been used. Under fundraising guidelines, we are required to track all sponsorship cards. Each card has a unique number which we log under your name so that we can cancel it when it is returned.

Fundraising - MyCharity.ie:

You can set up a fundraising page on www.mycharity.ie This is a very convenient way for your friends/family to donate to your event online. If you're not sure how to do it, let us know and we'll send you our Step-by-Step guide. MyCharity.ie send us all donations made in the name of North West Hospice at the end of every month, less a 3% admin charge.

Promotion – Posters:

Try to keep your costs down by producing your own posters on your computer, or see if you know anyone in a printing company who might sponsor your posters or give you a reduced rate.

Logo: If you wish, we can send you our logo for use on your poster – Just let us know.

Distribution: Make sure you distribute your posters in places where you think they're likely to be seen, including here at North West Hospice. It can be a useful way to get the word out.

Promotion – Publicity:

Local press: If you know anyone who works in your local newspaper, ask them to help you place your story. The important thing is to make it a story – why is it interesting? Think of an 'angle'. Remember, the paper receives lots of information about fundraisers, so if you can think of a way that it might capture the reader's imagination, you're on to a winner.

Photos: A picture is worth a thousand words – If it's a good picture! Try to think of an interesting angle / idea for your photo, for example, if you're doing a run, include something about the location/destination in the photo. The most important thing, however, is that the photo is clear and of a high resolution. Aim for a photo of **1mb** in size for newspaper production. Lower resolution photos are fine for Facebook/websites, but they will not reproduce clearly in print.

Local Notes: The **local notes** in your local paper are a good way to communicate your message. Make use of your local connections.

Deadlines: Remember, the earlier you send your story to the paper, the better your chances of it being published. For example, The Sligo Champion comes out on a Tuesday, so send in your info by email that day for the following week's paper and phone them to make sure they got it.

Parish Newsletter: Depending on where you are, some people find the local parish newsletter can be a good way to publicise events for North West Hospice also. Send in your info on a Monday for the following Sunday.

Radio: The Community Diary on Ocean FM is very useful. Email a short piece (approx 60 words) to studio@oceanfm.ie For Shannonside, email info@shannonside.ie

Online:

Website: Email us your event details and a photo (jpeg format) to info@northwesthospice.ie and we will put the event info on our website and Facebook page.

Facebook: If you have a Facebook page (or your own website), be sure to let all your own friends know about the event that way. You can also create an event page on Facebook.

Send in / Lodge your funds raised:

You can lodge monies raised directly to the North West Hospice bank account. Our details are:

Bank: Bank of Ireland, Stephen St, Sligo

A/C Name: North West Hospice

A/C No: 76980439

Sort Code: 90-54-40

Please Note: If you are sending us your funds in this way, please contact us with the following details:

- Date of lodgement
- Amount lodged
- Lodgement reference number

This way, we will be able to track your lodgement on our bank statement and issue you a receipt.

Thank you very much for supporting North West Hospice. We greatly appreciate your efforts.

North West Hospice provides specialist care with compassion for those living with life-limiting illness in our community. For further details, see www.northwesthospice.ie