



Planning your fundraiser - some useful tips

Some of these tips will be relevant to your event, others not – You can figure out which is which!

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.

Insurance:

Be sure to check if you need to have insurance for your event. If your event is taking place in a venue, check with the venue manager to see if your event is covered under their public liability insurance. Only events which are organised (managed and controlled) by North West Hospice are covered under North West Hospice insurance. If you have any queries about insurance, please contact North West Hospice on (071) 9143317 / info@northwesthospice.ie

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 at most, more quickly if you are under time pressure.

Fundraising – Sponsorship Cards:

Many people use sponsorship cards for fundraising. 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. When returned, we can account for it.

Fundraising – **Online Fundraising:** This is a very effective way to fundraise.

North West Hospice is registered with **Facebook** to facilitate Online Charity Fundraising through their app here:

<https://www.facebook.com/fundraisers>

With this link, people will be able to create a fundraiser for North West Hospice Sligo, on Facebook.

You can raise also funds online for your event by setting up an **Everyday Hero** page (formerly My Charity).

Everyday Hero is an online tool to help you collect sponsorship.

If you log on to everydayhero.com/ie and click "Start Fundraising" you can set up a page.

You can give the page a title e.g. 'Anne's Mini-Marathon for North West Hospice'

In the charity box, type in North West Hospice and you can then select us as the charity.

We are registered with **Everyday Hero** so all our information will appear on your fundraising page too.

You can then share a link to this page on your Facebook page or email it to friends who can donate online to you no matter where in the world they are.

Funds donated through Everyday Hero are paid to us directly and we receipt you for all funds generated through the page.

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.

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, they receive 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

Online:

Website: Email your event details and a photo (jpeg format) to reception@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:

Ulster Bank Stephen Street, Sligo

Account number: 14098409

Sort Code: 986260

IBAN: IE82ULSB98626014098409

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If you are sending us your funds in this way, please let us know by calling / emailing / writing to us with the following details:

Date of lodgement

Amount lodged

Lodgement 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