



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!

Prior to organising your event in the name of North West Office Hospice you must make contact with the Fundraising Team at North West Hospice. You can make contact by telephone 071-9170523 or by email fundraise@northwesthospice.ie

If you are holding an event, please let North West Hospice know if there are any other beneficiaries and if there are, what way the funds are going to be divided.

Can I pay expenses out of my fundraising money?

The National Statement of Guiding Principles for Fundraising states that “deductions must not be made from cash received. Expenses must be met (where previously agreed) by the charity after receipt of the cash”. This is to assure the public that the money they donate is going directly to the charity. Please discuss this with us if you have any questions.

North West Hospice is happy to offer advice and guidance on organising your event although the overall running of the event, expenses, promotion and insurance (if required) is your responsibility. Please do not publicise or announce any fundraiser until approval has been given.

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) 9170523 / 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.

How to start Raise Funds Online for North West Hospice

Online fundraising is a great way to raise funds for your event and support North West Hospice. Online fundraising can help you receive donations from friends and family across the country and around the world. If you sign up to one of the fundraising platforms outlined below you will be able to ask your friends and family to support North West Hospice by donating to your online fundraising page in a safe and secure manner. Online is a great way to raise funds especially when we don't see some of our work colleagues, friends or wider family. See our step-by-step guidelines below to set up your page or call us on (071) 9170523 if you require help with this.



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.

How to set up a Facebook fundraiser for North West Hospice:

1. From your Profile Page, click the Fundraisers tab on the menu on the left-hand side. Create a fundraiser by clicking the +Raise Money OR click Create fundraiser from the drop-down menu on the Page below the cover photo.
2. Select "Charity" when asked Who are you raising money for? Select North West Hospice by searching for our name in the search bar.
3. Click the drop-down prompt under Who is organising the fundraiser? In the drop-down menu, the person creating the fundraiser will see their personal profile.
4. Add a fundraising goal, currency and timing, and then click Next.
5. Fill in the title and description of your fundraiser and click Next.
6. Then click Create, and your fundraiser will be live to the public.
7. All your friends on Facebook will be able to support your Event on Facebook.



Online Fundraising Pages.

You can also raise funds online for your event by setting up an iDonate page www.idonate.ie or a JustGiving page www.justgiving.com

These online fundraising platforms are a great way to help you collect sponsorship and to raise funds for your event. North West Hospice are registered with iDonate and Just Giving so all funds raised through these platforms are paid directly to North West Hospice.

1. Log onto your chosen platform and click "Start Fundraising" so you can set up a page.
2. You can give the page a title e.g. 'Anne's Memorial Walk for Hospice'
3. In the Charity menu you type in North West Hospice and you can then select us as your charity. As we are registered with both platforms 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.

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:

Account Name: AIB, Stephen Street Sligo

Account Number: 58402001

Sort Code: 93 72 58

IBAN: IE76AIBK93725858402001

BIC: AIBKIE2D

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

