

## Hello there...

We're very excited that you want to help us continue our amazing work. By fundraising for us, you are helping us provide even more incredible care.

And because we appreciate your enthusiasm and commitment, and know that it takes a little time and effort to raise money, we want to help you as much as we can.

So here it is – your handy little pack of ideas and support to get you started. Of course, this doesn't mean you're now on your own. We are here to help with anything you need, from fundraising materials to advice on how to raise even more. And we want to hear from you to find out how you're getting on. So don't be shy, keep in touch – and Good Luck!



## What we do

Sue Ryder provides incredible hospice and neurological care for people facing a frightening, life-changing diagnosis. It's not just expert medical care we provide, it's the emotional support and practical things we take care of too. We do whatever we can to be a safety net for our patients and their loved ones at the most difficult time of their lives.

Not only do we treat more conditions than any other UK charity in our hospices, neurological care centres and out in the community, we also campaign to improve the lives of people living with them. We see the person, not the condition, taking time to understand the small things that help that person live the fullest life they can.

Through your fundraising, you can help provide more care and support to the people and families who need help. Your fundraising will make a real difference.



Sue Ryder

## How you can make a difference...

**£35**

could provide one complementary therapy session, such as massage or aromatherapy, helping our patients to feel calm and looked after.

**£100**

could pay for a hospice nurse for a day.

**£500**

could pay for 24 hours of inpatient care for a hospice patient.

**£1,000**

could pay for a syringe driver to give constant relief for patients.

**£3,000**

could buy a specialist bed to ensure patients are as comfortable as possible.

**£10,000**

could run one of our family support teams for a month, offering practical and emotional support at a difficult time.

# What you could do...

**There are so many things you could do to make a difference – just pick something you love to do.**

Enjoy a physical challenge? You could organise a trek or cycle with your friends. Love Socialising? How about a quiz or a special party?

Use any talents you have – in craft, baking or music for instance – to make a difference. Here are just a few ideas to get you going!

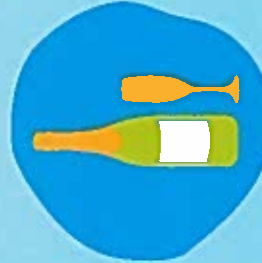


## Get Social

**Quiz Night.** Get everyone together for a brain workout. Sell tickets, and have a raffle or tombola too. Why not ask local businesses to donate the prizes?

**Summer Picnic.** Invite your friends and family to a fabulous spread! You might have an entry fee, or charge per picnic item. You can pair it with the Sports Day on the next page.

**Dinner Party.** This can be an intimate gathering or a promenade meal in which each course is enjoyed in a different home. A suggested donation will get you on the guest list. Or how about opening a 'pay-what-it's worth' pop-up restaurant for the evening?



**Get creative, choose your activity, and help provide incredible care.**

## Get Physical

**Ride the roads.** We have the inspiration you need to get on your bike. Whether it's a sponsored coast-to-coast ride with friends or a commuting challenge – pick a fundraising target that will keep you motivated.

**Sports Day.** Everyone gets competitive when shown an egg and spoon! Outside or inside, sack races or running races – charge an entry fee or ask teams to make a donation for each challenge.

**Take on a personal challenge.** There are so many journeys you could go on to help us provide more incredible care: walk to work for a month, choose a long distance path in the UK or take on a run. The bigger the challenge for you personally, the more sponsorship you can ask for from others.

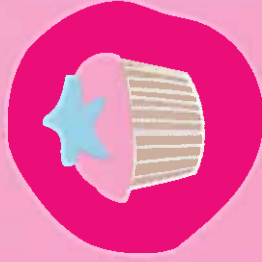


## Get Crafty

**Bake Off.** Who is the best baker in your family or office? There's only one way to find out. Throw a tea party to show off your skills, hold a competition and charge to enter. You could ask for extra donations to taste the winning cakes and bakes!

**Summer Fete.** Discover the hidden craftiness of your friends and colleagues - hold a sale of items you've all produced. Boost your fundraising total through a guessing competition: how many sweets in the jar or the weight of a homemade or donated cake.

And there are so many other things you could do: Fashion show; disco; sunflower growing competition; bring and buy sale; charity ball; Auction of Promises, where you can bid for skills or services donated by friends. Why not let the seasons inspire you? Valentine's Day party, Easter Egg hunt, Halloween fun night or a Christmas Concert.



**Whatever you do, you are making a difference. Thank you, and have fun!**

## What we can do...

We are here to help you with your fundraising, if you need us. Not only can we give you tips for making your fundraising a success, we can provide the extra materials you may need to help you reach your target, such as balloons, posters, bunting and money collection boxes.

Please get in touch if you think you might need more materials, or would like more advice on keeping your activity safe, legal and fun.

### Top tips for planning and publicity

**Choose an activity you enjoy** and others will want to get involved in - fundraising should be fun.

**Set a target** so you know what you are trying to achieve, and so that everyone else can help you get there! Set a budget too, so you can make sure you are raising more than it costs you.

**Check the calendar** before you choose the date: unless you're making the most of a special date in the calendar, make sure your event doesn't clash with a major sporting event, or a national day, such as Mother's Day.

**Take a little time to plan** to make it a success. How much time will you need to make this happen? Who can help you in advance or on the day? Your goal is for everything to run smoothly, and for you to have a great time.

**Think like a Dragon** in the Den and consider how to raise the most money. Aim to raise three times more than you spend. Keep costs low by asking for discounted or donated goods and services from local businesses, or find a sponsor.

**Tell everyone what you're doing** and why. This could be with flyers and posters, on social media, or why not change your email signature to shout about what you're doing? Local media are always on the lookout for stories, so tell them yours. We can advise you on contacting the media, and can share our press release templates.

### Social media is a great way to keep people updated.

News about your event, fundraising, training, progress, hitting targets, or talking about what Sue Ryder means to you – whatever you are doing, let everyone know.

- You could use Facebook, Twitter and Instagram to push your fundraising further.
- Set up a blog so that everyone knows your progress, or write a blog for the Sue Ryder website.
- Share your online fundraising page on social media so it's super easy for people to donate.
- Ask your friends to spread the word by liking and sharing posts, and retweeting updates.

Whatever you do online, don't be shy – make sure you say hi to us and tag us in what you're doing!

### Fundraising online

Setting up an online fundraising page is an easy way to collect donations. Using [JustGiving.com](http://JustGiving.com) or another online fundraising site, you can:

- **Tell your story.** So people can see why you're doing something and you can encourage them to support you.
- **Talk about Sue Ryder.** To help spread the word about the incredible work we do.
- **Set a target.** To inspire you and your supporters to reach it.
- **Add photos.** To bring your page to life and show your progress.

It is easy to set up and manage, and can be kept up to date on your smartphone as well. People can sponsor you from anywhere, at any time, and it only takes a few minutes for someone to donate securely. Online sites will automatically reclaim Gift Aid from UK taxpayer donations, which is extra money for your pot! And the money goes straight to Sue Ryder, meaning you don't have to spend time collecting the money and sending it in – and we can start putting this money to use even sooner.

## Let's get digital...

