

YOUR

FUNDRAISING

GUIDE



martlets.org.uk

Martlets 
life-changing hospice care

WELCOME TO #TeamMartlets

“
OUR CARE IS ONLY FREE
THANKS TO THE
GENEROSITY
OF PEOPLE LIKE YOU.

EVERY PENNY YOU RAISE WILL CHANGE LIVES.

”

However you choose to support Martlets; we'll be with you all the way. Thank you and good luck!

MARTLETS FUNDRAISING TEAM



THANK YOU

For signing up to raise money for Martlets

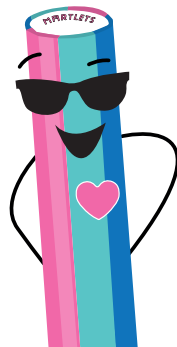


In this pack you'll find everything you need to make your fundraising a success, including some facts and stories about our work to inspire you with your fundraising.

How your fundraising will help

Martlets is a local charity that provides terminally ill people in Brighton and Hove, and surrounding areas, with the very best care and support.

Every year Martlets supports 3,000 people affected by terminal illness in and around Brighton and Hove. Our expert teams help people do the things they love with the time they have. We want everyone affected by terminal illness to know they can still feel hope, purpose, and possibility. We're available 24/7 to provide specialist support and advice, and we're here to help family and loved ones too.



As a local charity, our care is only free thanks to the support of local people, businesses, and trusts. An NHS grant covers a portion of our costs, but we rely on the community to fund most of our vital services. Most people receive hospice care from us in their own homes. But some choose to spend their final days on our inpatient unit, or to stay with us as for respite care or symptom management.

Hello there! I'm Rocky, the Team Martlets mascot.

We rely on your fundraising to help us deliver life-changing hospice care.

FOR MORE INFORMATION:

- Please visit martlets.org.uk
- Get in touch with the fundraising team on **01273 273400**
- or email us: fundraising@martlets.org.uk

THANK YOU! TEAM MARTLETS ROCKS!

GET SET, FUNDRAISE!

Fundraising tips to get you started

1. SET UP YOUR JUSTGIVING PAGE

Creating a fundraising web page is simple. JustGiving is an easy way for your friends and family to donate and keep updated with your fundraising journey.

2. SHOOT FOR A TARGET

Did you know that pages with a target raise 45% more! Aim high and tell the world! If you start to get close to your target, don't stop and aim even higher!

3. YOUR FIRST DONATION

Get things started and be the first to donate to your own fundraising. It shows your supporters that you are taking your fundraising seriously and it makes it easier to ask if you have given yourself.

4. TELL YOUR STORY

Tell everyone about what you are doing and why you've chosen to support Martlets. Use social media, add links in your email signature or share in your WhatsApp groups, put up posters and ask everyone to spread the word.

5. PUT A FACE TO THE NAME

Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a #selfie and make sure you tag #TeamMartlets.

6. THE TAX MAN IS OUR FRIEND

No, really! If your supporters are UK tax payers we could receive an extra 25p for every £1 they donate! Remind your supporters to tick the 'Gift Aid' box on your fundraising page or sponsorship form.

7. MATCH FUNDING

Would your boss sponsor your fundraising activities? Some companies offer to match the funds you raise so do ask your employer; it's worth an ask as this could help you double your fundraising target!

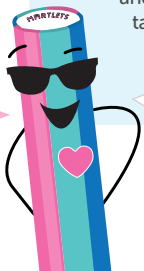
8. DON'T FORGET TO SAY THANK YOU

Make sure you say a massive 'Thank You' to all the amazingly generous people who have supported you and let them know how much you have raised.

Not online?

Don't worry, we have popped a sponsorship form in your pack.

For more fundraising tips, email: fundraising@martlets.org.uk



HOW DOES THE MONEY YOU RAISE MAKE A DIFFERENCE?

We're only able to provide free life-changing hospice care thanks to the generosity and hard work of our supporters.

Here's how your fundraising could help:



£25

could help pay for important medical supplies including bandages and syringes



£250

could cover the cost of three bereavement counselling sessions, supporting loved ones to cope with their loss

£700

could pay for an inpatient unit bed for a day

£1,250

could fund 13 'hospice at home' visits, so patients can receive expert care in the comfort of their own home

£3,170

could pay for an inpatient unit specialist mattress



“ KNOWING I WAS RUNNING FOR MARTLETS REALLY SPURRED ME ON.”

When I didn't feel like training, I thought about all they do for local people, and it kept me motivated.”

NADIA WITH HER DOG



TELL YOUR STORY



Many people feel nervous about asking people for money, but you should remember that you are doing it for a wonderful cause that means a lot to you, so be confident and share with people why you have chosen to fundraise for Martlets.

The more people you tell about your fundraising and why you are doing it, the more supporters you will gain and the more lives you will help change.

MAKE IT PERSONAL

Update your JustGiving page, make sure you tell your supporters everything they need to know about your fundraising and why you are doing it. If you have a personal connection to our work, and you are happy to share this, please do as it helps people understand how Martlets supports people in our community.

GET YOUR FIRST GIFTS IN

Get your first donations quickly by asking your nearest and dearest to support you or consider self-donating. This will show potential supporters that you're serious about the challenge. Getting your first donation will give you a confidence boost and the quicker you receive your first gift the more you'll go on to raise in total.

SHARE SHARE SHARE!

Don't forget to tell people what you're doing. Add your fundraising page link to your emails, share on Facebook, Twitter, Instagram, post it on your company website (just ask permission first!) or anywhere else you can think of. 64% of traffic to fundraising pages come from Facebook, so using social media to spread the word about your fundraising is key.



You are AMAZING, so be proud and SHARE THE WORD!

1. SWEEPSTAKE

Ask friends, family and colleagues to pay £2 and guess your final time, number of laps or how many times you say never again!

2. CAKE SALE

Get baking! The most tried and tested way to raise an extra £100 is to hold a bake sale. Ask friends, colleagues or people at your local school, church or club to bring in some donated cakes and sell them at £2 a slice. Make it more fun by organising a bake-off style competition.

3. QUIZ NIGHT

Hold a Quiz Night. Turn your fundraising challenge into a quiz theme and invite friends to test their knowledge on marathons, the history of the bicycle or music through the decades, the choice is yours!

4. GIVE IT UP

Sometimes it's about what you don't do. Get sponsored to give something up for a month or more; chocolate, shaving, social media, smoking, alcohol are just some of the things you could give up.

TOP FUNDRAISING IDEAS

Here are some simple ways to increase your fundraising



5. BIRTHDAY FUNDRAISER

By asking friends and family to donate rather than getting you a present, you will be helping us to care for people living through a terminal illness in and around Brighton & Hove.

6. GET TOGETHER

Support Martlets by organising a Get Together. Simply invite your friends and family for a Get Together and ask for donations at your event. Whether you have a pizza, party, coffee morning or cocktail hour is up to you!

7. SPONSORED CHALLENGE

Set yourself a challenge, such as a walk, cycle, or knit-a-thon, and ask friends and family to sponsor you.



8. OPEN GARDEN

Do you have a happy garden? Why not host an Open Garden afternoon and invite people to enjoy your outdoor space, along with tea and cake?

NEED MORE IDEAS?

The fundraising team are here to help, give us a call on **01273 273400**

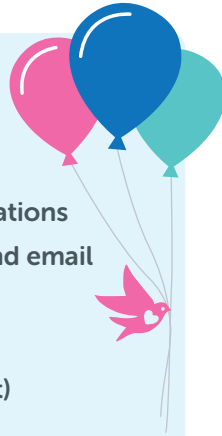


FUNDRAISING ESSENTIALS

We have got all the kit to make sure your fundraising is a success.
Let us know if you need anything extra ...

RESOURCES

- Collection box
- Balloons
- Downloadable posters and DIY decorations
- Templates to share on social media and email
- Sponsorship forms
- Sweepstake poster
- Martlets Banners (available on request)
- Collection pots & buckets (available on request)
- Totaliser



FACEBOOK GROUP

Join our Supporters Facebook group and meet other members of #TeamMartlets to share fundraising tips and ideas
facebook.com/groups/martletssupporters



STRAVA GROUP

Are you planning a physical challenge? Then join the #TeamMartlets strava group to share your training journey and get advice from other runners or cyclists.



MAKE SURE YOU LOOK THE PART

Martlets T-Shirts are available for our supporters. If you haven't already, let us know what size you would like - S, M, L, XL or XXL.



EVERY PENNY YOU RAISE MAKES A DIFFERENCE ...



"The hospice community team enabled my grandparents to be at home, where they wanted to be, right to the very end of their time together. When my grandfather died, my grandmother was lying in the bed next to him holding his hand. Martlets gave them that dignity."

ANDRE, WHOSE GRANDPARENTS WERE CARED FOR BY MARTLETS COMMUNITY TEAMS.

"It was my 85th birthday last week. Even though I spent it in the Hospice it was the best birthday I've ever had. I really mean that. Everyone here was so kind and made it such a nice day. The kitchen workers baked a special cake for me, and the staff came into my room and sang 'Happy Birthday'. I live on my own and that just wouldn't happen if I had a birthday at home. I've had 85 birthdays now and the way everyone here helped me celebrate this one has been remarkable. I will remember it for the rest of my days."



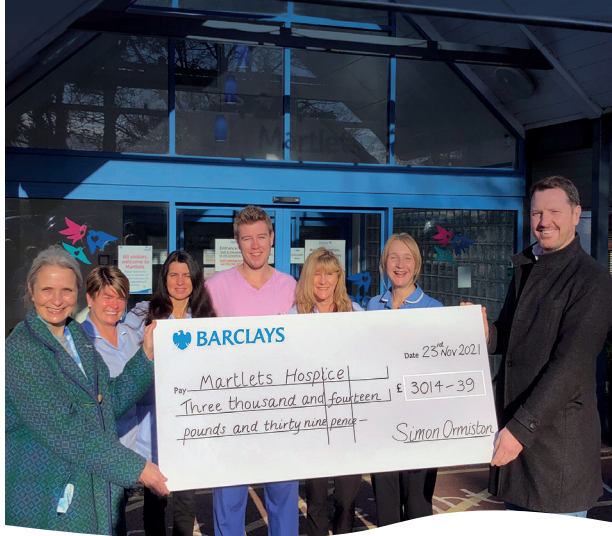
MALCOLM, WHO WAS CARED FOR ON THE INPATIENT UNIT.



"MARTLETS DON'T JUST CARE FOR PATIENTS, THEY CARE FOR WHOLE FAMILIES

... at a time when everything can feel quite dark they have the kindest hearts and wonderful creative minds that make every experience just a little bit warmer and sunnier."

ZOE, WHOSE MUM WAS CARED FOR BY MARTLETS



HOW TO PAY YOUR MONEY IN

You're a Superstar!

ONLINE



Donations to your fundraising page will come directly to us. Any other monies can be donated online via our website, but please let the Fundraising Team know so we can record it properly.



SPONSORSHIP FORM

Please return your sponsorship form along with all monies collected to our Fundraising Office.



COLLECTION POTS AND BUCKETS

If you have borrowed one of our collection pots or buckets, please return them to the fundraising office sealed and labelled with your name and address.



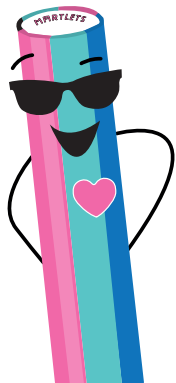
BY POST

Please make your cheque payable to Martlets Hospice and send it to the Fundraising Office along with our donation return form.

If you would like to donate cash, please **DO NOT** post it.

Please bring any cash donations to our Fundraising Office.

THANK YOU!
TEAM MARTLETS ROCKS!



THE LEGAL BITS ...

Fundraising should be fun, but it's important to make sure everything is safe and legal



RAFFLES & LOTTERY DRAWS

Some raffles require a licence under the Gambling Act.

If you are selling raffle tickets on a single day and the draw happens on the same day you don't need a licence.

However, if you are selling raffle tickets in advance or the draw is taking place on another day you will need a licence as this is classed as a lottery. Please contact the fundraising team for more information.

FOOD HYGIENE AND ALLERGIES

Food hygiene is really important, especially around allergies like nuts, etc. If your fundraising involves food take extra care when preparing, storing or serving food and ensure the ingredients are clearly marked. The Food Standards Agency have guidelines on food safety, these can be found on their website: www.food.gov.uk

LICENCES

Check with your venue that they are fully licensed for your event, including music and alcohol licences.

If you are planning to fundraise in public you may need a Collection License, Alcohol License or to file a Temporary Event Notice with your local council. Visit www.brighton-hove.gov.uk for more information.

PHOTOGRAPHY/VIDEOS

A picture can be worth a thousand words. But before getting your camera out to take a few snaps make sure everyone is happy to be included and for the images to be shared. You must have written permission of parents/carers to take or use photos/ videos of children under 18.

BUCKET COLLECTIONS

All pots and buckets should be sealed with a security sticker, please keep them sealed until they are returned to the fundraising team.

Make sure any children helping to collect money are supervised at all times.

KEEP IT SAFE

Don't do anything that puts you or your supporters at risk of harm. Before hosting an event it's a good idea to do a risk assessment.

OUR LOGO

Our brand is really important to us. If you'd like to use our 'I'm supporting logo' to help promote your event, or you need help creating posters, invitations, press releases or tickets please get in touch.

THANK

YOU

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Registered Charity Number. 802145



Martlets 
life-changing hospice care

Information accurate as of Summer 2022