

Fundraising Pack



President: The Earl of Pembroke

Contents

- Introduction to the Stars Appeal
- Fundraising Guide & Ideas
- Tips for Events
- Sponsorship Hints & Tips
- Materials: Blank Poster, Press Release, Sponsor Form



The Stars Appeal

Making a difference for patients
at Salisbury District Hospital

Thank you

... for offering to support the Stars Appeal.

The Stars Appeal is Salisbury District Hospital's charity. It raises money to create the best possible experience for patients and their families by funding extra care and equipment over and above that provided by the NHS. 300,000 people across South Wiltshire, North and East Dorset and West Hampshire, and beyond, rely on Salisbury District Hospital every year.

Thanks to the generous support of the local community, we have already funded many projects, large and small, throughout the hospital.

They include:

- additional equipment and facilities worth £1million within the new children's ward and outpatient unit (opening Spring 2011)
- a second lab in the Hospital's Cardiac Suite enabling much interventional work, as well as diagnostics, to be carried out locally
- a highly advanced keyhole cancer surgery suite
- state-of-the-art treatment and diagnostic equipment for premature and critically-ill babies
- additional therapy and facilities for patients with cancer and blood disorders on the Pembroke Unit
- a major contribution to the new bereavement suite
- a dedicated children's waiting and treatment area in the accident and emergency department

You can support the overall Stars Appeal or pick a particular campaign, ward or department. Whichever you choose you can be sure that every penny you raise will go to help make life better for patients in Salisbury District Hospital.

Good Luck and Thank You!

The Stars Appeal

**Making a difference for patients
at Salisbury District Hospital**

01722 429005
info@starsappeal.org
www.starsappeal.org
Registered charity no. 1052284

Fundraising Guide and Ideas

There are two main routes to raising charitable funds: sponsorship and events & activities.

Events can be a great way to raise money if you have contacts who donate the services you need. They can also be time consuming.

Successful activities seem to be:

- Using your particular skill or hobby, for instance selling home-made greetings cards.
- Doing something simple at work or school, like a paid-for funny tie day or a cake sale.
- Diverting money usually spent on something else to your cause eg donations rather than Christmas cards, birthday presents or a night out.

If you're seeking **sponsorship** make sure you ask absolutely everyone you know, and use Facebook, Twitter, email and all your contacts with people as much as you can.



The Stars Appeal

Making a difference for patients
at Salisbury District Hospital

How to create successful fundraising events

The success of your event will depend in large part on how much effort you can put into it. Here are some other tips:

Have fun

Choose activities that you will enjoy - you're more likely to inspire supporters with your own enthusiasm and they're more likely to give generously if they're having fun.

Set a date

Pick a day and time when you're likely to attract the most people. If your event involves children, choose the weekend or after school. Check that there are no rival events locally that might reduce turnout.

Make sure you give yourself enough time for planning and preparation - organising events often takes longer than you expect.

Location, Location, Location...

Think about what space you need for your event and other essentials such as parking, toilets or disabled access. Can you hold it at home or in your workplace? Should you make it a real community event by holding it at your local church hall, school or community centre? If it is going to be outside be prepared for the British weather.

Invite your guests

Holding a fundraising event at home is a great way to get to know your neighbours better. If you are holding it in a larger venue then you need to invite as many people as possible by publicising the event. If you're fundraising at work, you could also invite customers and suppliers.

Contact your colleagues and friends and ask them to promote your event. Friends of friends, relatives, colleagues and all their connections can be your audience - but be realistic about how many tickets you can sell.

Keep your focus on your fundraising target

Think about how you can raise, and retain, the most money as well as how to make it an enjoyable activity. You could ask local shops and businesses or your company's clients to donate items, and then hold a raffle or auction to raise even more money. And ask at work about Matched Funding or other community support programmes. It could make a big difference to how much you raise.

Make sure you have a clear plan and budget. Keep costs down with donations and help from friends and local businesses. Ensure that you plan for unexpected events & expenses. And know how many tickets you need to sell to cover your costs.

If you are organising a sponsored event, remember that it's more difficult for sponsors to say no if you are standing in front of them! Always ask supporters to Gift Aid their donation. There are more sponsorship hints and tips on page 8.



Make sure everyone knows about it

Contact local newspapers, magazines, radio, TV and events & news websites with details of your activity. There's a template press release in this pack - you just add your information. The more unusual and interesting your activity, the more chance you have of attracting media interest and so adding to your fundraising.

You may be able to place posters and leaflets in local shops, pubs, libraries and schools as well as using your own and your friends' front windows or fences. If your company has an intranet and notice boards, use them to help advertise your event.

Afterwards let everyone know how you got on - celebrate your success and thank your supporters for their generosity.

Keep it safe and keep it legal

Always consider your own safety when planning any events as well as the safety of your audience and supporters.

Everyone must abide by the laws governing raffles, lotteries and street collections, as well as Health and Safety regulations for public events, so check with the local council or with the Stars Appeal office if you're not sure.

And finally

Once you have completed your event, please collect all the money you have raised and deliver it to the Stars Appeal office. You can send in a cheque (payable to the Stars Appeal) or better still pop in to the office and hand deliver your donation. We love meeting our supporters!

Any questions?

If you'd like any help with or advice about your event please call the Stars Appeal office on 01722 429005 - we'd be delighted to hear from you.



The Stars Appeal

Making a difference for patients
at Salisbury District Hospital

01722 429005
info@starsappeal.org
www.starsappeal.org
Registered charity no. 1052284

A-Z of Fundraising Ideas

Arts & Crafts Stall
Auction of Promises
Aerobics
Bring a £1 to Work Day
Bring and Buy Sale
Barbecue
Baked Beans, Jelly or Custard - Fill your boots, sit in a bath full, eat beans with a cocktail stick or jelly with a fork.
Book Sale
Casino Night
Cricket Match
Car Boot Sale
Coffee Morning or Afternoon Tea
Charge for Favours
Clothes Swap
Dinner Dance or Ball
Dress Down Day
Disco
Dog Walking
Expert Seminar
Egg Rolling Competition
Fashion Show
Friends - Get five friends to raise £100 each.
Fancy Dress Car Wash
Football Tournament
Greetings Cards - home-made
Golf Match
Halloween Ball
Hair...Shave it, Colour it, Style it, head, beard or chest.
It's a Knockout
Ice Skating - how many times can you go around without falling over?
Ice Cream - How much can you eat in a minute?
Just Ask...everyone you know for a £25 donation.
Jumble Sale
Karaoke Evening
Lunch Money - Ask colleagues to bring in sandwiches for lunch and donate the money saved.
Lunchtime Quiz
Match the Photos Competition - match the pet

to the owner or the baby to the adult
Murder Mystery Evening
Masked Ball
Night In with the Stars - Stay in for an evening you'd normally go out and donate the money saved to the Stars Appeal.
Open Garden
Presents - Ask friends and family to donate rather than give presents for Birthdays, Anniversaries or Christmas.
Plant & Produce Sale
Pub to Pub Collection (get a license first)
Quiz Night
Question of Sport
Quit It! - Smoking, chocolate, drinking - for a month and get everyone to sponsor your efforts.
Round-Robin Email
Race Night
Swear Box
Sweepstake - Grand National, Eurovision
Song Contest, or anything you like.
Snack Attack - hold a cake or biscuit sale for peckish colleagues.
Smarties Tube - Give out tubes of Smarties and (once eaten), ask for them back filled with £1 coins.
Spare Change Collection
Speed Dating Night
Treasure Hunt
Theme Days/Nights
Tombola/Raffle
University Challenge
Unwanted Gift Sale
Variety Show
Wine Tasting
Use the Web - Spread the word with Blogs / Facebook / Twitter / MySpace / Friends Reunited / Flickr
X-Factor Talent Contest
YouTube - film your craziest stunts and upload them, with a link to your JustGiving page, of course.
Zany Tie Day

The Stars Appeal

**Making a difference for patients
at Salisbury District Hospital**

01722 429005
info@starsappeal.org
www.starsappeal.org
Registered charity no. 1052284

How to increase your fundraising through sponsorship

Many Stars Appeal supporters with no previous fundraising experience have managed to raise amazing amounts of sponsorship money. Here are some of the tips they've passed on to us.

First things first

Set yourself a target - tell people how much you're aiming to raise and why you want to raise it. Perhaps it's a personal experience, something that has inspired you, or the thrill of the challenge.

Spread the word

Tell everyone you know about what you are doing. Encourage your friends and relatives to ask their friends and colleagues to help you.

Get online

Visit www.justgiving.com/salisburyhc where you can easily set up a web-based sponsorship page. Then all your friends can sponsor you online in a way that is easy, fast and totally secure. You can link to your JustGiving page from Facebook and Twitter as well as including it in all your emails and text messages.

Out and about

Take your sponsor form everywhere. Start your sponsor form off with your best sponsors - if the first person pledges a large amount, this will encourage others. You could always sponsor yourself! Most people will sponsor you for a fixed amount so ask them for the money there and then. It's easier than having to go back round to everyone afterwards.

At work

1. If you are working, then the best place to start your fundraising is at work. Ask your work colleagues, business contacts and clients to sponsor you: use e-mail, pigeonholes, noticeboards and the internal mail.
2. Ask your employer for support - many companies run a matched giving scheme where they will match every pound you raise. This is a great way of doubling your donation.
3. Use the staff newsletter (if your company has one) to ask for sponsorship. Talk to the Personnel Department and see if it's possible to have a message asking for sponsorship printed on the bottom of payslips. After all, payday is perhaps the best time to ask people for money!

Gift Aid it

Ask your sponsors to Gift Aid their donation so we can claim an extra 25p on every £1. Just follow the instructions on the sponsor form.

Gift Aid is a simple way to increase a donation by almost a third. If a UK taxpayer gives a donation to a charity, the charity can reclaim basic rate tax on the donation from HM Revenue & Customs. So, for example, £100 will become £125, as long as the donor has ticked the Gift Aid box and included their full name and home address. It makes a big difference, and it doesn't cost the donor a thing.



Smile!

Be happy and never feel guilty about asking people to sponsor you - you're doing something that is extremely worthwhile. Most local people know someone who has been cared for at the Hospital and will want to help.

Make use of Stars Appeal promotional materials

We have Stars Appeal branded materials that you can use to add impact to your fundraising and give your supporters more information about why you have chosen to support us. If you would like collecting tins, balloons, leaflets or extra sponsor forms, then please give us a call on 01722 429005.

Thank You!

All the money that you raise will go to the Stars Appeal and so to the ward, department or campaign that you've chosen to support. Every penny will help to make life better for local people in Salisbury District Hospital.

Any questions?

If you'd like any help with or advice about your event please call the Stars Appeal office on 01722 429005 - we'd be delighted to hear from you.



A polite reminder: The Stars Appeal cannot accept responsibility for any loss, damage or injury from your fundraising activity. You should arrange your own insurance where necessary (check with your household insurer first) and ensure that everything you are doing is legal and safe.

The Stars Appeal

Making a difference for patients at Salisbury District Hospital

01722 429005
 info@starsappeal.org
 www.starsappeal.org
 Registered charity no. 1052284



Sponsor Form

Making a difference for patients at Salisbury District Hospital

The Stars Appeal raises money to help local people being treated in all wards and departments at Salisbury District Hospital.

Please help me to raise as much money as possible for the Stars Appeal by sponsoring me below

President: The Earl of Pembroke



Name: _____

Address: _____

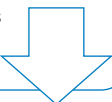
Postcode: _____ **Tel No:** _____

I wish to direct my donation as follows:

<input type="checkbox"/> Wherever the need is greatest	<input type="checkbox"/> Cancer Care
<input type="checkbox"/> Children (Caring 4 Kids)	<input type="checkbox"/> Cardiac Care
<input type="checkbox"/> NICU/Special Care for Babies (Little Lives Fund)	<input type="checkbox"/> Stroke Care
<input type="checkbox"/> A specific ward, department or fund at Salisbury District Hospital please state below e.g. Radnor ICU, Burns Unit, Pembroke Unit, Spinal Unit, Downton Ward, Britford Ward, Breast Care, Stroke Unit.	<input type="checkbox"/> Elderly Care

Gift Aid:

*The Stars Appeal can claim at least 25% back from the government on every sponsorship donation, without it costing you a penny extra. *giftaid it*

Please tick the box below if you would like us to Gift Aid your donation. Please make sure we can read your full name, home address and postcode. This supports our tax claim and will not be used to contact you. Please be aware that you must have paid an amount of income tax and/or capital gains tax at least equal to the tax that we claim from your donation in the tax year you make the donation. 

Full Name Required for Gift Aid	Home Address Required for Gift Aid	Postcode Required for Gift Aid	Amount Pledged	Amount Given	Date Given	Gift Aid* Tick Here

Set up an online sponsor form at www.justgiving.com/salisburyhc
Download and print off more sponsor forms at www.starsappeal.org

Sub Total: £

PLEASE TURN OVER

Full Name Required for Gift Aid	Home Address Required for Gift Aid	Postcode Required for Gift Aid	Amount Pledged	Amount Given	Date Given	Gift Aid* Tick Here

Set up an online sponsor form at www.justgiving.com/salisburyhc
 Download and print off more sponsor forms at www.starsappeal.org

I've raised a total of £

justgiving
fundraising made easy

When you have collected your sponsor money:
 Please send a cheque for the total amount made payable to The Stars Appeal to:
Gemma Heath, The Stars Appeal, Salisbury District Hospital, Salisbury, SP2 8BJ
 Tel. 01722 429005 Email. info@starsappeal.org

THANK YOU

PRESS RELEASE TEMPLATE

Your address
Your phone number
Date:

Press Release

Eyecatching HEADLINE goes here

- Give a brief overview of what is happening: Who, What, When, Where and Why.
- What area of the hospital are you supporting and why?
- Then give more detail of the event and about the organisers including where you come from.
- Think about TRUTH – Topical, Relevant, Unusual, Timely, Human-Interest
- Finally, and importantly, what do you need people to do? Buy tickets – where from? Turn up – what time and where? Sponsor you – give your JustGiving web address.

NOTES TO EDITORS

Include photo(s) of yourself and your activity/event if you can. Say if you are available for interview and include a contact number.

Include some notes on the charity you're supporting:

About Salisbury District Hospital Stars Appeal

- The Stars Appeal is Salisbury District Hospital's charity. It raises money to create the best possible experience for patients and their families by funding extra care and equipment over and above that provided by the NHS.
- 300,000 people across South Wiltshire, North and East Dorset and West Hampshire, and beyond, rely on Salisbury District Hospital every year.
- Thanks to the generous support of the local community, the Appeal has already funded many projects, large and small, throughout the hospital. They include
 - additional equipment and facilities worth £1million within the new children's ward and outpatient unit
 - a second lab in the Hospital's Cardiac Suite enabling much interventional work, as well as diagnostics, to be carried out locally
 - a highly advanced keyhole cancer surgery suite
 - state-of-the-art treatment and diagnostic equipment for premature and critically-ill babies
 - additional therapy and facilities for patients with cancer and blood disorders on the Pembroke Unit
 - a major contribution to the new bereavement suite
 - a dedicated children's waiting and treatment area in the accident and emergency department.

www.starsappeal.org

Registered Charity no. 1052284

For further information, please contact:

Your name
Your phone number
Your email

Send your press release to:

Spire FM – news@spirefm.co.uk 01722 416644, www.spirefm.co.uk/contribute/whats-on/add.php

BBC Wiltshire – bbcwiltshire@bbc.co.uk 01793 513626

Salisbury /Amesbury Journal/Forest News – newsdesk@salisburyjournal.co.uk 01722 426511

Contact your local newspaper, radio station or magazine via their Editor or Newsdesk (see the latest issue or their website for contacts). Contact local What's On websites online.

Please help me to make our hospital the best it can be...

What:

When:

Where:

In support of



The Stars Appeal

Making a difference for patients
at Salisbury District Hospital

www.starsappeal.org

Registered charity no. 1052284

Contact me for more details:

Name: _____

Email: _____

Phone: _____

Help us make your hospital the best it can be...



Visit www.starsappeal.org
or call 01722 429005 for more information