

FUNDRAISING PACK



17TH
SEPTEMBER
WE'RE BACK!



Kindly Sponsored by

STATESIDE
FOODS

WILL YOU WALK IN MEMORY
OF YOUR LOVED ONE?

Registered charity no. 518704



WWW.BOLTONHOSPICE.ORG.UK/MMW

Thank you, you are now registered for the My Memories Walk 2022

Together we will light up the streets of Bolton for the ones we love!

Thank you for registering to take part in My Memories Walk. We are delighted to have you as part of our team. Whatever your reason for joining us on the night we promise to make it both memorable and fun.

After a two year break we want you to help us make our 2022 walk bigger and better than ever! In 2009 we had over 2000 walkers and raised an amazing £184,000. We would love to be able to achieve the same for 2022!

The sponsorship raised will provide compassionate, dedicated and dignified care in our inpatient unit for someone in the final days of their life, improve the wellbeing and quality of life of someone facing a terminal or life-limiting illness through attendance at day therapy once a week and ensure someone who wants to remain at home gets the expert care and support they need from our Hospice at Home nurses.

Please help us to continue to provide our expert care to our local community for free. If you are unable to raise any sponsorship, please consider making a donation instead, every penny you donate really does make a difference!

Be part of something truly amazing and help us to shine light in the darkest hours that our patients and their families are facing. Please start fundraising today and help us to raise £100,000 for the hospice in 2022! This is how your sponsorship helps:

- **£16** could pay for an hour of specialist, compassionate nursing care.
- **£120** could pay for all our inpatients' meals for a day.
- **£360** would cover the cost of running all of the hospice's patient and family care and support services for an hour.
- **£520** could buy oxygen for our patients for a month.



In this fundraising pack you will find everything you need to get you started; your sponsor form, memory heart for your back and information on setting up a JustGiving page to help with your fundraising! We have also included a heart for you to decorate and dedicate to your loved one if you are walking in memory.

If you have ordered a T-shirts we will be in touch to let you know when these will be available to pick up from from Bolton Hospice Giles House reception (on Chorley New Road). If you are unable to print your walker number or heart please let us know and we can make these available when you pick up your T-shirt.

You can bring your decorated heart to the hospice when you pick up your T-shirt and we will display them along the route, on the night, in honour of those we love and miss.

If you have selected the fancy dress option, don't forget to send us some pictures to the email below for your chance to be entered into our best dressed competition.

If you need any further information, please don't hesitate to give us a call on 01204 663 055 ext 3 or email events@boltonhospice.org

Thank you once again for your support and commitment.

Yours sincerely



Verity Atkins
Fundraiser Events Lead



JustGiving™

To set up your Just Giving Page go to this link:

<https://www.justgiving.com/boltonhospice>

1. Click Fundraise for us

2. Log in or Sign up!

3. Click Organised Event

4. Click Midnight Memories Walk

5. Click Create and your page is complete!

What are you doing?

- Taking part in an event
- Celebrating an occasion
- Remembering someone
- Doing your own thing

1. Your event
Midnight Memories Walk 2019

2. Choose your fundraising page web address
www.justgiving.com/fundraising/
Grace-Wood10

3. Choose your fundraising page settings
Are you planning to ask for donations to your JustGiving page in return for goods, services or other benefits?

Is your charity contributing to the cost of your fundraising?

I'm happy for Bolton Hospice to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

Create your page

Top 10 tips for fundraising through Just Giving

1. Personalise your message

The best fundraising pages tell a really good story. Explain why your charity deserves support and what their donations will buy.

2. Add photos and video

It gives you lots of scope to be funny, imaginative and compelling!

3. Tell everyone about your page

Before you email your entire address book, ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!

4. Publicise your page

Share your page on Facebook, Twitter and your blog. Ask your company if they'll link to your page from their website or intranet.

5. Put a link in your email signature

6. Get those who can, to Gift Aid their donation

If your friends pay income tax then they can Gift Aid their donation which means that Bolton Hospice can claim an extra 25p on every £1 donated. Last year Gift Aid enabled us to reclaim an extra £15,000 from the sponsorship raised from our Midnight Memories Walk!

7. Keep your page up to date

Post regular updates on your progress and upload new photos.

8. Send a follow-up email

Be persistent. It takes more than one round of emails to reach your target.

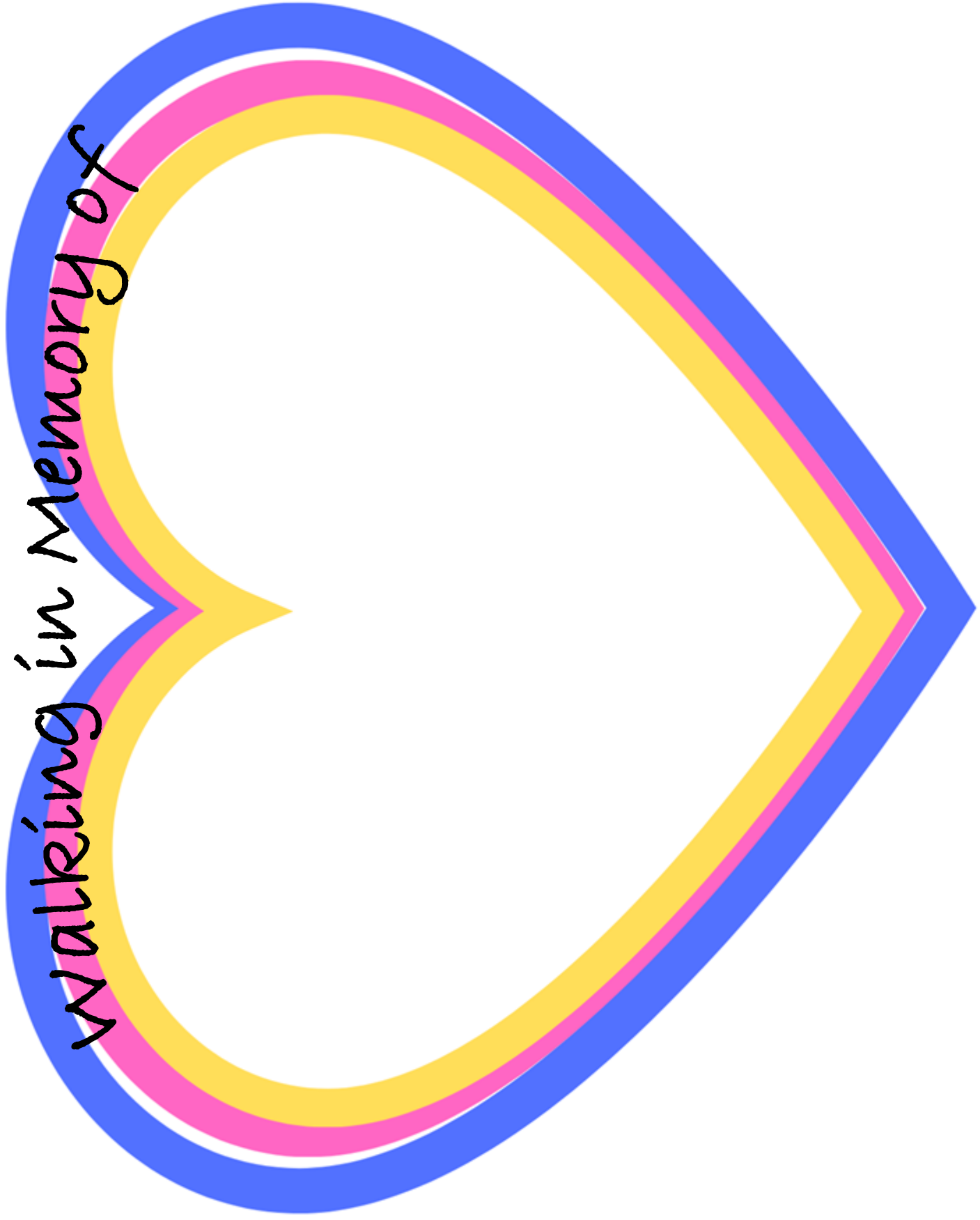
9. Personalise your thank you

You can edit the thank you email that JustGiving automatically send to people who donate by logging in to your account and going to 'Edit your thank-you message'.

10. Keep fundraising after your event

Around 20% of donations through JustGiving come in after people finish their event. So keep fundraising once you've crossed the finish line - it's a good chance to email an update and a final appeal!

walking in Memory of



**Please decorate this heart in memory of your
loved ones and drop it off at Giles House
Reception.**

**We will then display these hearts along the
route on the night!**

