



Your LOROS guide to fundraising

loros.co.uk/fundraising

LOROS

Hospice Care for Leicester, Leicestershire & Rutland

Being there for *you*
and *your family*

THANK YOU

FOR CHOOSING TO SUPPORT LOROS

LOROS Hospice is a local charity and every year we care for over 2,500 people across Leicester, Leicestershire and Rutland. We deliver free, high-quality, compassionate care and support to terminally ill adult patients, their family and carers.

It is only with the support of people like you that we can continue to care for our patients and their families.

This guide is full of tips, ideas and advice to help you plan your fundraiser.

Please get in touch to let us know your plans. We'd love to be able to help you reach your fundraising target!

✉ Fundraising@loros.co.uk
☎ (0116) 231 8431

loros.co.uk/toolkit

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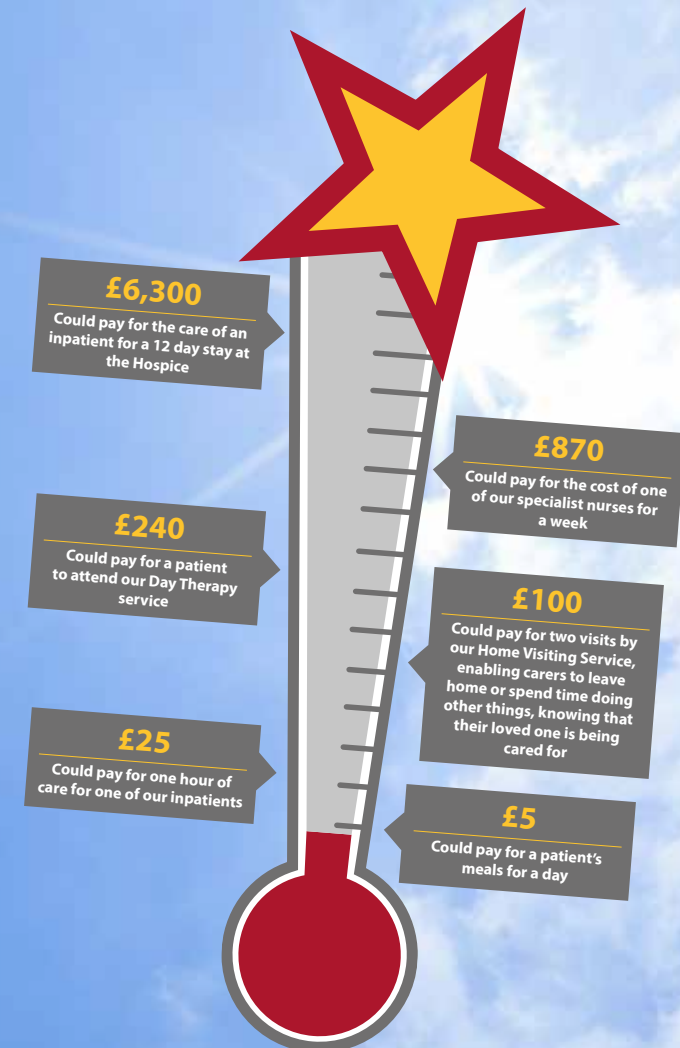
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GETTING STARTED

Fundraising can be a bit daunting, but once you've started you'll soon start having fun! The first step is to think about what you'd like to do and what you'd like to achieve, then you can start planning and preparing and finally it will be time to enjoy the rewards of your hard work.

LOROS HOSPICE

LOROS
needs to raise
£5 million
each year

PLANNING A SUCCESSFUL FUNDRAISER



Choose your fundraising activity

Think about what you enjoy and what you are good at. Enlist the help of family and friends to help you think of possible events and activities. You may have an idea or want to take a look at our 'Fundraising ideas' on page 8 to kick start your creative thinking.

Set a target

Let everyone know how much you hope to raise and how this will help to make a difference to local people.

Pick a date

Think carefully about when people will be available and check to see if there are any other major events happening on the same day, either locally or nationally. Remember that organising an event often takes longer than anticipated!

Decide on a location or venue

Consider where would be a good venue to hold your event. Will you need somewhere with parking or toilet facilities? Does the venue have a limit on how many people can attend? Do you need disabled access or catering facilities?

If you are planning an outdoor event, then think about a contingency plan should the unpredictable British weather turn against you!

Set up a fundraising page for online donations

These are a great tool for keeping everyone updated on your plans and for spreading the word about your fundraising. Visit [justgiving.com/loros](https://www.justgiving.com/loros) and follow the step by step instructions to set up your page.

If your event is in memory of someone then you could set up a LOROS Lasting Tribute fund at loros.co.uk/tributes. This is a special place to set up an online memorial page with the option of raising money for the Hospice.

Sponsorship

We can provide you with a customised sponsorship form to suit your plans. This is a great way to encourage people to support you.

Tell us about your fundraising

We can offer support and advice, and help you to publicise your activity, and we can arrange promotional items for you to use on the day. Just get in touch to let us know what you have planned.

You can get in contact with us by posting the form at the back of this guide, emailing fundraising@loros.co.uk or calling (0116) 231 8431

Tell everyone else about it

Think about who is likely to attend your event and how best to tell them about your plans. Will you need posters or flyers? Tips on how to design a poster are included in this guide and a template can be downloaded from loros.co.uk/toolkit

Use social media to share details with friends and family. Remember to use **@LOROSHospice** or **#LOROS** when you post. Please feel free to post the event or activity on our Facebook page, Tweet us or get in touch via Instagram.

Could you write a press release and send it to local newspapers and magazines?

Most people are delighted to help the Hospice and will be happy to support your plans!

Prepare for your activity

Planning will help to make sure that everything runs smoothly. Decide what needs doing and set deadlines. Nominate people to take responsibility for tasks and ensure that you have plenty of help. List everything you will need to prepare for the day, such as a cash float or refreshments and check that you will have time to get everything done.

Send your press release in good time for it to be featured in local press and send invitations at least six weeks before the day to make sure people have time to save the date.

Think about resources

Consider what you will need to spend. You may need to pay for venue hire, or for flyers to be printed. You may need to pay in advance for a caterer or entertainment. Businesses may offer their services free or at a reduced cost if you let them know that you are raising money for charity. You may be able to borrow items, or make do with something you already have. Remember, the less you spend, the more you'll raise for LOROS!

**TIME TO
GET CRACKING
AND ENJOY!**

Fundraising is a lot of fun but it can also be tough. Remember to ask for support and know that your hard work will make a huge difference to our patients and their families.

PUBLICITY AND PROMOTION



Don't be shy! Tell everyone that you are amazing and fundraising for LOROS!



Social media

Using social media is a great way to tell people about your plans. You can also link up with LOROS and let us know what you're up to! If you are setting up a website for your event then we can provide you with the LOROS logo. Please contact us to request this.

-  LOROSHospice and use #LOROS in your posts
-  @LOROSHospice
-  LOROSHospice
-  LOROSHospice
-  @LOROSHospice

Press release

Sending a press release to local newspapers, magazines, newsletters and radio stations can help to publicise your plans. We can send a template for you to use and help you to identify suitable local publications.

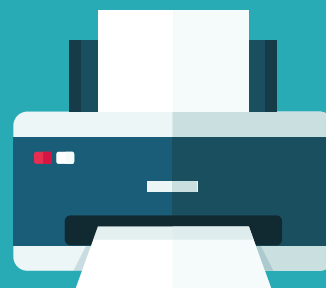
Online donation page

It's really easy to be able to share details of your plans and collect donations using an online donation site, such as **JustGiving** or, if you are raising funds in memory of someone, Our **LOROS Lasting Tribute** site. Take a look and see if any of these would be a good tool to assist you with your fundraising.

Take lots of photographs

It's always nice to have memories of your fundraising, but we also love seeing your pictures! Send them to us to include on our online gallery. You could send a photo to the local press or include a few pictures on your social media – and don't forget to mention us!

Be proud of your fundraising and tell everyone how much you raised!



YOUR ONLINE FUNDRAISING TOOLKIT

Online toolkit

We're making it easier than ever for you to fundraise for LOROS with our new online toolkit!

The free online toolkit includes a variety of useful (and fun!) downloadable resources to help and support you in your fundraising quest. It includes a handy planner, a step-by-step guide, sponsorship forms, a poster template and much more.



Fundraising header sashes



Fundraising poster example



Fundraising planner



Fundraising guide digital download



FUNDRAISING IDEAS



'PUTT' ON A CHARITY
GOLF DAY

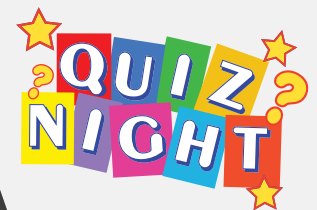
Get Muddy



Organise a static
TRIATHALON



SET UP A
SWEEPSTAKE
on a sporting event



Hold a
Singathon



Or do something
completely different
and fundraise
your way!

MONEY MATTERS



Gift Aid

Gift Aid allows us to reclaim tax on donations made by UK taxpayers. This means that for every £1 donated, LOROS may be able to claim an additional 25p from the Government. Ask your supporters to tick the Gift Aid option on your sponsorship form or when donating online. If you will be collecting donations then please ask us for Gift Aid envelopes.

Match funding

Check whether your employer offers a Match Funding Scheme. Many companies will match fundraising completed by employees. This is a very easy way to double your funds!

Sending your money to LOROS

There are lots of ways to pay your donation to LOROS:

- ★ Cash can be handed in at the Hospice or at any of our LOROS shops
- ★ Cheques can be handed in or sent to Fundraising, LOROS Hospice, Groby Road, Leicester LE3 9QE.
Please make cheques payable to LOROS
- ★ Payment can be made using a debit/credit card.
Please call the Fundraising team on **(0116) 231 8431**
- ★ Payment can be made via BACS.
Get in touch to ask for our bank details
- ★ If you have a JustGiving page then the money will be sent to us directly so you won't need to do anything!

Remember! Include your details when sending money to LOROS so that we can write and thank you properly.

PROMOTIONAL ITEM CHECKLIST

If you would like to borrow any of the following items then please **return this form to the **Fundraising team** or send an email to **fundraising@loros.co.uk****

- ☐ Collection buckets
 - ☐ Collection tins
 - ☐ LOROS banner (indoor)
 - ☐ LOROS banner (outdoor)
 - ☐ LOROS information flyers
 - ☐ Gift Aid envelopes
 - ☐ Balloons
 - ☐ T-shirts (Please specify size and quantity required)
- Small Medium Large Extra large

Remember that the more notice we have the more likely it is that we will be able to provide everything you need.

The Hospice reception is open 24 hours a day so we can get everything ready for you to collect at your convenience or, if you aren't able to collect, we can arrange delivery.

tear off along dotted line



GET IN TOUCH

★ WE WOULD LOVE TO HEAR FROM YOU!

Name:

Organisation/group:

Address:

Tel:

Email:

Event:

Date:

Time:

Location:

Ticket price:

Tickets available from:

Why did you choose to fundraise for LOROS?

Don't forget to fill out the checklist overleaf and let us know how we can help.

Also, if you have a poster then send us a copy so that we can include this on our website.

If you'd like us to keep you updated with our news, activities and appeals, please tick the relevant boxes.

☐ contact me by post ☐ contact me by email ☐ contact me by phone

☐ I do not wish to receive this information

LOROS (LOROS Enterprises, LOROS Lotteries and LOROS Fundraising) will only allow your information to be used by suppliers working on our behalf (e.g. to post you our newsletter) and we'll only share it if ordered to do so by law. For full details see the Privacy Policy on our website. You can opt-out at any time via the details below.

Please return this form to...

Fundraising Team, LOROS Hospice, Groby Road, Leicester LE3 9QE

✉ Fundraising@loros.co.uk

tear off along dotted line

It's only with your help
that we can continue to
provide care and support
for local terminally ill
patients and their
loved ones.

★
**THANK
YOU**
★

LOROS

Hospice Care for Leicester, Leicestershire & Rutland

Being there for *you*
and *your family*

Registered with



FUNDRAISING
REGULATOR

LOROS Groby Road, Leicester LE3 9QE

 (0116) 231 8431

 fundraising@loros.co.uk

 @LOROSHospice

 /LOROSHospice

 @LOROSHospice

loros.co.uk

Registered Charity No: 506210