

**Running  
your own  
fundraising  
event for  
Franklin  
Hospice**

# Thank you

Hello from Franklin Hospice

Thank you for considering running a fundraising event on our behalf. It means such a lot to us to have your help in raising the \$1 million plus we need each year to keep our services free.

Whether you have run a fundraising event of any sort before or not, we are here to help you make things much easier with this step by step guide.

On the next pages you will find a guide with some starter ideas of small events you can run. Also you will find some suggestions for how to promote your event, particularly using social media.

Once again, thank you so much and please feel free to phone us on 09 238 9376.

The Franklin Hospice Fundraising Team.

In 2020, 224 new patients were referred to our service. There were 191 new referrals in 2019. In 2020 we supported 285 Franklin residents and their families and the figure was 244 in 2019.

**Hospice services are free of charge to anyone needing support**



# How can you help?

We need to raise over \$1 million per year to keep Franklin Hospice running. Small fundraising events are a huge help whether its by hosting special events, selling goods or getting the office involved to raise funds for us.

We have so many ideas but so little time! While on the next page you will see some starter suggestions, if you have another idea, we would love you to run it by us and we would be delighted to help you get it going.

Once you have your idea, let us know what it is and we will see how we can help. At the very least, we can spread the word on our social media, mention events in our newsletters and share resources.

After you have run your event, you can deposit the funds raised using any of the options **explained on page 9**.

After that we would love to arrange a quick catch up (by phone or visit to Franklin Hospice) to debrief on the event. With your permission, we would also aim to share your story on our social media to inspire others.



# Need an idea?

<p>Run a mufti day at your school or office (Make it more fun with a theme!)</p>	<p>Have a bake sale or even sell some of your baked goods to your colleagues</p>	<p>Sell something you have created and donate to Franklin Hospice</p>
<p>Host an afternoon or morning tea and collect funds from an entry fee</p>	<p>Ask for donations to Franklin Hospice instead of gifts for birthdays or anniversaries</p>	<p>Run a sports event and donate the proceeds from the entry fees.</p>
<p>Get the teens in the neighbourhood together to run a car wash.</p>	<p>Encourage colleagues to participate in a walk-a-thon. Collect pledges for each km walked.</p>	<p>Auction unwanted items (Yours and your friends) on Trademe and pass the proceeds on to us</p>
<p>Ask people to sponsor you to do something out of your comfort level, like a skydive!</p>	<p>Run a sausage sizzle at your business or school</p>	<p>Organise a quiz night (some local venues may help you with this)</p>

# Online Tools

Fundraising online is an easy yet powerful way to create a following and make more money.

Two sites which may help are:

<https://givealittle.co.nz/>

<https://www.gofundme.com/>

Be sure to write a good description of your event and include the WHY you are fundraising. People love to hear stories and will donate more if they read about personal experiences.

Add photos—it makes it more personal and inviting.

Make sure the first donation is a good one —people always look at the first donation and try match it.

Now share it! Social media is your friend. We are happy to share your events on our social media pages too.

**A note about gofundme.com. If you use this method they provide a way that donations can be deposited directly into the Franklin Hospice bank account which makes life easier for you around managing the funds raised after the event. Talk to us about how we can help you set that up if you choose that method.**



# Let the world know!

Now you need to share your event and let all your friends, family and colleagues know how they can help you.



## Social Media

Write an eye catching post on your social media pages. Tell your story including your fundraising goal and a picture of you. If you are using one of the online fundraising pages, include a link.

If you use more than one social media platform, share it over all of them. Ask your friends to share as well.

Send an email to all your contacts:

*Dear [first name]*

*I am supporting Franklin Hospice by fundraising for them so they can continue providing care to those in our community with a life-limiting illness for free.*

*On 29 June, I will be walking 20 km and am hoping you will donate by going to [Fundraising page] and donating.*

*[insert your story]*

*Thank you for your support.*

*Kindest regards*

*[your name]*



## Emails

Things to remember:

- ⇒ Include photos—this is proven to get more interaction.
- ⇒ Thank everyone - at the end of your posts and emails as well as after the event.
- ⇒ Include your fundraising link on everything
- ⇒ Tag us so that we can share your fundraisers as well.

# How we can support you

- ⇒ We have resources at Franklin Hospice which you can use — donation buckets, Hi vis branded vests, IDs etc.
- ⇒ We are happy to help you spread the word. If you write a press release/ social post or email., we are happy (and would like to) read it and make suggestions if necessary.
- ⇒ We are also available to chat about your ideas and make suggestions to help you turn the idea into a reality.

**(Email [Alison@franklinhospice.org.nz](mailto:Alison@franklinhospice.org.nz))**

- ⇒ We will write you an official letter so everything you are doing looks and feels right. (Especially if you are booking venues or asking for sponsorship. )
- ⇒ We are here and available to help and open to most ideas.



# Checklist



Choose your fundraiser

Set a dollar goal amount

Create a budget

Make up a to do list

Ask for help

Spread the word

Have fun

Donate the funds to us

Say thank you to all your supporters and donors



**Head to the next  
page for payment  
options**





# Payment options

1. If you have used [www.gofundme.com](http://www.gofundme.com) to collect donations from your event, they provide the ability for each donation made to be redirected into our Franklin Hospice bank account. Please contact us if you want to use that method and we can help fast track how you can set it up.
2. **The next best payment option for Franklin Hospice** is to use our **donation button** on our website at [www.franklinhospice.org.nz](http://www.franklinhospice.org.nz). That way captures your contact details so we can make sure you immediately get a donation receipt and a **BIG THANK YOU** from us by email. It will require a credit card. Please use the comments field to include the words "my event" in the comments field.
3. If using a credit card is a problem, you could deposit direct into our bank account 1230-23-0286527-00-50. Its really important that you include your surname in one field, the term "my event" in a 2nd field and your contact phone number in the 3rd reference field. We will need to call you to get more details to prepare a tax receipt for you plus to say a **BIG THANK YOU!**
4. If your event involves donations that are cash, please feel free to deliver the total to us at our Franklin Hospice office at 29 Hall Street, Pukekohe. While you are there we will get your contact details and prepare your receipt on the spot. And say a **BIG THANK YOU!**

# Thank you!

The team at Franklin Hospice are extremely grateful for your fundraising efforts.

We need over \$1million to keep our incredible services to the community free of charge and you have just helped contribute to that.

If you are happy for us to share your fundraising story on our social media pages, please let us know — you deserve the recognition.

Remember, no matter how small or large your contribution, you are amazing and it is only by you and others like you helping us through fundraising that we can continue providing the services we do.

Thank you so much.

