

The difference you can make

Last year Night Strider raised over **£115,000** for our patient care.

- ✓ You've taken the first step towards supporting St Luke's by being part of Night Strider.
- ✓ The registration fee only covers costs though - we need you to take the second step and start fundraising!

Here are a few ways your fundraising could help:

1 walker raising £200



Could pay for a day of creative therapy for 12 patients to create treasures for their loved ones to remember them by.



3 walkers raising £585

Could cover 24 hours of care for an inpatient, including all clinical treatment, appropriate therapies and personal support.



10 walkers raising £1,111

Could cover the total cost of running St Luke's for one hour.



Good Luck!



Let us know how you're doing at **#stridingtogether**



Registered Charity No. 254402

Striding in memory of Paul

Debbie Brashaw along with her daughter Sophie, family and friends, walked 10k at Night Strider 2018 in memory of her husband Paul. Together, as Team Woodgnome, they raised over **£3,200** for St Luke's.

"I saw Night Strider advertised while Paul was in St Luke's. I wanted to give something back to the hospice and I love walking so I decided to sign up. When I mentioned it to family and friends they started to sign up too, our team grew and in the end 10 of us walked in memory of Paul. We're going to do it again this year, I'm planning to take on the half marathon route this time and I hope our team will be even bigger in 2019."



"My favourite moment was when we all set off together from the start line. We had glow sticks, face paint and I had badges made with Paul's picture on for everyone to wear. The atmosphere was amazing. People were so excited, everyone was glowing. I thought 'yes, we're really going to do this!' Taking on Night Strider brought us all together. Paul would have been so proud of us. He would have loved to be there."

"It was a very emotional night for me. I cried my way across the finish line and Sophie had to speak at the end to say thank you to everyone. But I am so happy I did it and I'm proud of myself for making it all happen. We set out to raise £600, but the first weekend it just went bonkers and we smashed that target. I feel a huge sense of achievement when I think about the thousands of pounds we raised. We wanted to raise as much money as possible for St Luke's, so when another family finds themselves in this devastating situation, the hospice will be there for them too."

"People were so excited, everyone was glowing."



Fundraising Kit

Your 'how to' to make great strides with your fundraising

Sponsored by



Fundraising tips

1. Aim high

Don't be afraid to shoot for the stars and aim high when setting a fundraising target for yourself or your team – you never know what might happen!



2. Tell your story

The best way to gain sponsorship is to tell everyone your story and what it means to you.

3. Share the news

Tell everyone what you're doing and why! This can be across as many social networks as you use, by email or even in person – the more people you reach the higher your fundraising total will be.

4. Work together

Like most things, fundraising is both more fun and easier when you work in a team. Giving yourselves a creative team name will make people more likely to engage with your fundraising.

5. Double your funds

Many companies will 'match fund' the amount you raise for charity. So do ask your employer and they might double the amount you raise!

6. Ask

It's not just your friends and family that will be willing to support you, remember to take your sponsor forms down to the local pub, into work and see who you can get invested in the cause.



Everyone that has raised £100 by 22 July 2019 will be entered in a draw for a £25 voucher.*

*JustGiving pages will be used to track fundraising amounts, the winner will be contacted by email.

How to set up your St Luke's JustGiving Page

Alongside our sponsor forms, the easiest way to collect sponsorship money is via a JustGiving Page that you can share with your friends and family. Please see our handy guide below to set one up.

- Visit www.justgiving.com
- Login to your account or click 'sign up' to create one
- Search for 'St Luke's Hospice Sheffield' in the search field
- Select 'St Luke's - Sheffield's Hospice' from the results
- Select 'Fundraise for us'
- Select 'Taking part in an organised event'
- Then select 'Night Strider'

You're ready to go!

Please note, JustGiving is our preferred giving platform as it allows us to support your fundraising in the best way.

If you have any problems setting up your page you can call the Night Strider team, at St Luke's on 0114 235 7554 or email nightstrider@hospicesheffield.co.uk.

Join our Night Strider Facebook event page to let everyone know you're taking part.

Training tips

1. Pace yourself

Plan your training and set yourself goals to work towards your walking distance. You can download our training plan at www.nightstrider.co.uk



2. Do it together

Some people find it more motivating to train in a team, remember you're all in this together!



3. Use training apps

There are lots of apps you can use to help you train. For example our St Luke's Strava club enables you to track your progress and routes.



4. Mix it up

Changing your practice routes keeps things interesting and stops you getting bored of the same routine



5. The right gear

It is important to get the right footwear for such long walks. Wearing these in gradually will prevent blisters from ruining your night.



5. Look after yourself

It is also important to stay hydrated, eat the right food and get plenty of rest between training sessions.



How to make the most out of your JustGiving page

Make it your own, personalise your page and messages. Let the world know why you are raising money for St Luke's and what it means to you.

Make your page as interesting as possible by adding photos of your fundraising journey, we've included a **Strider Shout Out** board to get you started, or snap a selfie in your Night Strider t-shirt.

Why not ask close family and friends to sponsor you first? Generous sponsorship on your page should encourage other sponsors.

Say thank you; personalise your automatic thank you letter sent by JustGiving on your behalf, so that you can thank your sponsors your way.

Keep it updated – regular updates remind people what you are doing and why. It can also encourage people to sponsor you again or share your page.

Don't be shy; be persistent and follow up – often it takes more than one round of emails to reach your target. People may not get round to sponsoring you on the first request

Think about timing. It's a great idea to send out regular updates, but people are more likely to make a sponsorship donation at certain times of day and of the month.

+ **Keep up the good work** – around 20% of sponsorship through JustGiving come in after you've finished striding. So let everyone know you've crossed that finishing line, share your pictures and make a final appeal to prompt anyone who's been meaning to sponsor you!

Increase your sponsors' donations by 25% at no extra cost to them - ask them to Gift Aid their donations if they are eligible.