



VIRTUAL CHALLENGE

Fundraising guide

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

Sponsored by



Nightstrider Virtual Challenge

For the last six years, Night Strider has been our biggest fundraising event and we're not about to let coronavirus change that. We're determined to get our supporters out there and #stillstridingtogether to support St Luke's.

Your event, your way

The beauty of this year's event is you can make it completely your own, but here are some ideas of how you can get involved with the Night Strider Virtual Challenge...

Little Mite Strider

Set the kids a walking challenge - whether they do 10 minutes a day for the month of October or a 10K walk with you at the weekend, this is a perfect opportunity to get them involved and raising sponsorship.



Fright Strider

October is the month of Halloween, maybe arrange a spooky theme for your Night Strider virtual challenge?



Bright Strider

Get up early and see the sun rise with an early morning 10K or 13 mile walk/run.



Fundraising tips

1. Aim high

Don't be afraid to shoot for the stars 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 St Luke's and Night Strider 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 like, by email or over the phone – 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.

The difference you can make

Every penny in sponsorship you raise during this challenge is vital to enable us to continue delivering specialist palliative care to the people of Sheffield.

Did you know?

£65 raised in sponsorship

could contribute to a family who has recently lost a loved one receiving two hours of our specialised bereavement support.

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£197 raised in sponsorship

could go towards our community nurses delivering vital care and pain relief to patients when needed, in the comfort of their own homes.

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£223 raised in sponsorship

Could pay for a day of tailored therapy sessions for a terminally ill patient, including physiotherapy, occupational therapy and spiritual care giving our patients the opportunity to have a better quality of life at the end of their life.

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£600 raised in sponsorship

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

Training tips

1. Pace yourself

Plan your training and set yourself goals to work towards your chosen activity distance.



2. Do it together

Some people find it more motivating to train in a team. Just remember to follow current government guidance on social distancing.



3. Mix it up

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



4. Look after yourself

It's also important to stay hydrated, eat the right food and get plenty of rest between training sessions for your chosen activity.



Matt's DIY marathon

At the start of this year I was planning to take part in the 2020 London Marathon and raise money for St Luke's - but then the pandemic struck!

Instead of sitting at home, I decided to run my own marathon and it was the best thing I could have done. I raised an amazing £4,255.

I planned a route that was convenient for me, on roads that I was familiar with, which took me past my work, Swann Morton. Although it wasn't a full marathon length, I added a further 3.1 miles by doing 260 laps of my garden, with a final session on the treadmill bringing it up to 26.2 miles in five hours and nine minutes.

For me, all that effort was a little sacrifice compared to what the money raised can do for the people St Luke's support, people like my cousin Rebecca, who had cancer and whose strength was my inspiration for the run.

I have always been aware of and inspired by St Luke's and know that their work is all about creating happiness and I think that is something everyone should aspire too.

I think a Virtual Night Strider is a fantastic idea and one that I'm looking forward to supporting.



The one bit of advice I would give to anybody planning their own Night Strider challenge event is to get on top of your social media because you have to let people know what you're doing and that's the best way to get the message out there.

Keep everybody up to date with what you're planning and then on the day itself really let them know how it's going and how much their support means.

But the most important thing is to have fun with whatever you're planning and enjoy raising money for St Luke's.