



VIRTUAL CHALLENGE

Fundraising guide

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

Sponsored by



Night Strider Virtual Challenge

For the last six years, Night Strider has been our biggest fundraising event. Whilst we can't return in person just yet, we are delighted that our supporters can still support us virtually by #stridingforstlukes.

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?

£34 raised in sponsorship

could contribute towards a patient's meals for a week on our In Patient Centre.

£52 raised in sponsorship

could contribute towards the care of two of our inpatients for one hour.

£97 raised in sponsorship

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

£227 raised in sponsorship

could contribute towards a visit by our community team delivering vital care and pain relief to patients when needed, in the comfort of their own homes.

Sign your teammates up at nightstrider.co.uk

Jenny's tribute to her mum

Jenny Scott and her fellow Jagger Bombers joined the 2020 Night Strider Virtual Challenge

When mum was diagnosed with pancreatic cancer we were two weeks into a pandemic and we were not allowed to see her - all I could do was stand at her door and it was very difficult.

When she went into hospital we couldn't visit either but then the decision was made that it was time for her to go to St Luke's and she spent the last week of her life there.

We'd heard all these reports about people passing away alone and we were frightened that would happen but St Luke's were fantastic and took all those fears away.

It was such a lovely place and the support we received at a very difficult time is something I'll never forget.

Even though it was very sad I still have very fond memories of that time, of mum's lovely room and the staff who made you feel very comfortable.

Up until my mum being a patient, I had no personal reason to specifically want to raise money for a hospice but I was so grateful that I got to have that special time with mum that I knew I wanted to do something.



My friends all loved my mum so we decided to do a half marathon walk together for Night Strider's Virtual Challenge.

We did it on a Saturday night in October and it was damp and wet but we brought our own glow sticks and leg warmers and we had a great time and really enjoyed it.

We set ourselves a quite modest target of £200 but eventually raised £1,500 which made it even more worthwhile.

It's something I definitely want to do again - it's a challenge and it's a lovely tribute to my mum.

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. JustGiving is our preferred giving platform as it allows us to support your fundraising in the best way. 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 2021 Virtual Challenge'

You're ready to go!

If you have any problems setting up your page you can call the Fundraising team, at St Luke's Hospice on 0114 235 7551 or email nightstrider@hospicesheffield.co.uk

How to make the most out of your JustGiving page



1. Use social media

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

2. 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.



3. Make it interesting

Make your page as interesting as possible by adding photos of your fundraising journey.

4. Say thank you

Don't forget to say thank you; you can personalise your automatic thank you letter sent by JustGiving on your behalf, so that you can thank your donors your way.



5. 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.

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.

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 the latest 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.

