

## The difference you can make

Over the past 8 years, Night Strider has raised **£656,937** 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 - we need you to take the second step and start fundraising!

Here are a few ways your fundraising could help:

### £100 raised in sponsorship

could contribute towards bereavement counselling through our Patient and Family Support service for a family who have recently lost a loved one.



### £250 raised in sponsorship

could contribute towards our Community team delivering vital care and pain relief to patients in their own homes.



### £1,000 raised in sponsorship

could contribute to the ongoing cost of providing 24hr specialist palliative care on our In Patient Centre.



Figures correct as of June 2022

## Striding for Julie

Alice Channer and her team Julie's Gems, made up of family and friends, strided in memory of Alice's mum Julie Nunn and raised more than **£1,000** for St Luke's.

"Mum was cared for by the Luke's community nursing team and it was always comforting to know there was somebody at the end of the phone for us if we needed them. As a trainee GP I knew what palliative care nurses do in a hospice setting but I saw first-hand that the support they give in the community is just as great.

"We realised that the majority of the funding needed to deliver these services comes mainly from fundraising, and I knew that mum would have really wanted to give something back if she had been able to."

Having completed Night Strider in 2019, Julie's Gems will be striding together, sharing memories of Julie and raising funds for St Luke's vital services again this year.

"It was a brilliant night with such a good atmosphere and we did it all – the glittery face paint and the brightly coloured costumes.

**"It was a chance for us all to share memories of my mum."**



"It was great too to be out for the night, seeing the other people out there with you, sharing the experience. It was a chance for us all to share memories of my mum, a few of us wrote messages for her – and mum's best friend wore a photo of her, which was really nice. It's a really easy thing to take part in and even if you've never done a walk before you'll really enjoy it.

"Night Strider is a chance to do something different with friends and family, enjoy the camaraderie – and make a difference by fundraising for the challenge."

## Good Luck!



Let us know how you're doing with  
**#stridingforstlukes**



## Fundraising Kit

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

Sponsored by



Registered Charity No. 254402



## 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

Don't forget to tell everyone what you're doing and why by sharing updates on social media – you can tag us on Facebook, Instagram, LinkedIn and Twitter. 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.



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

## 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](http://www.justgiving.com) and sign up or log in
- Search for and select 'St Luke's Hospice Sheffield'
- Select 'Fundraise', 'Taking part in an event' and then 'Night Strider 2022'

### 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 7590 or email [nightstrider@hospicesheffield.co.uk](mailto:nightstrider@hospicesheffield.co.uk).



## 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](http://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

Join our 'St Luke's - Sheffield's Hospice' Strava club to track your progress and routes at [www.strava.com/clubs/stlukeshospice](http://www.strava.com/clubs/stlukeshospice)



### 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, by snapping 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.

**Work as a team**. Connect your page to your teammate's page's or all use one page to work towards your fundraising target together.

**+ 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.