

Will you take on the challenge?



VIRTUAL CHALLENGE

Fundraising Guide

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

Sponsored by



The difference you can make

Over the past 9 years, Night Strider has raised almost **£700,000** for our patient care.

- ✓ You've taken the first step towards supporting St Luke's by being part of Night Strider.
- ✓ There is no registration fee – so now you can 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.



Ritchie's tribute to his dad

Former Sheffield Wednesday player Ritchie Humphreys, along with his wife Amanda, his family, and close friends, made the 2022 Night Strider Virtual Challenge his own.

"After two year's battling lung cancer, my dad John was cared for by St Luke's in July 2022 for five days of end-of-life care. The staff at St Luke's were amazing - the care they showed my dad, and the rest of the family, was wonderful.

They were always on hand to support us through our difficult time and anyone who came to visit was made to feel welcome. I especially remember how kind the staff were to my mum - just around the normal things - letting her know how nice her nails were.

St Luke's allowed us to spend valuable time together as a family before my dad passed away.

We soon decided to get involved with Night Strider as we wanted to help the charity as much as we possibly could after this.

We ended making our own walking challenge as a family - myself, my wife Amanda, and our two children, Eliza, and Sidney. We walked 500 miles between the four of us over November and December 2022, raising money along the way.

Then, born from a sleepless night at St Luke's watching dad sleep,



I thought of doing 'Big Johns Promotion Bike Ride Tour'. I decided to cycle 500 miles in 5 days acknowledging dad's love of football and - especially - Sheffield United. So, we set off from Bramall Lane then went onto Darlington, Wolverhampton, and Leicester City.

I was joined by three of my friends, Wayne Morton, James Goddard, and Dave Palmer, along with others who joined on the first two days and the last two days to offer their support.

It was a great feeling knowing we had done something in memory of my dad whilst raising crucial funds to support St Luke's."

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.



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

Join our 'St Luke's - Sheffield's Hospice' Strava club to track your progress and routes at 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 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 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 2023 Virtual Challenge'

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.



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.

Good Luck!

You're
amazing

Let us know how you're doing with
#stridingforstlukes

