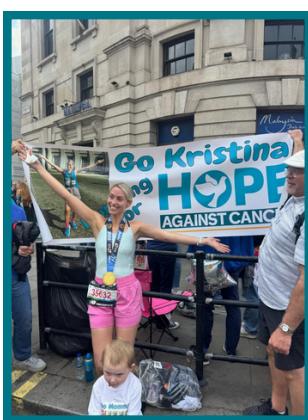


**Thank you for choosing to fundraise for
Hope Against Cancer and supporting the world-class
cancer research and care we have right here in
Leicestershire and Rutland –
Welcome to the Hope Community**



**Whatever you choose to do, this pack is designed to
help you achieve your goals.**

The Lodge,
208 Knighton Road,
Leicester
LE2 3TT

Registered Charity No: 1091480

What do you want to do?

www.hopeagainstcancer.org.uk

The choice here is essentially between playing to your strengths or pushing yourself to do something new. Each choice has its merits and completely depends on you.

Some choose to run marathons, to climb mountains or to test their endurance in a kayak (to name a few!)

Some choose to give up their favourite thing, to cut or dye their hair or hold a raffle.

Others might make and sell marmalade, run a coffee and cake morning or a hold a quiz in their local community centre.

Whether you are acting as an individual or as part of a group, **there is no right way to fundraise and no small amounts of money**. We greatly appreciate every effort made on our behalf.

If you need inspiration, you can always contact us (see the last page of this pack for details)

So, you have an idea, what's next?

If you have decided to run a marathon, a fun-run, or other organised event; the place, time and date will take care of themselves, all you need to do is organise yourself and your sponsorship.

If you have decided to organise an event or activity yourself there are a few basic considerations to get you going...

Where, when and who?

Locations can be found all over. Community Centres, Halls attached to places of worship, pubs, local parks (to name just a few) – talk to the owners, tell them your plan, and see what they say.

In organising your location, it is probable that you will have also decided the date.

When it comes to the time of day consider your audience. For example – family fun is usually best in the afternoon, whereas an adult function such as a pub quiz will likely be an evening affair.

Don't forget, we are always available for advice...

So, you know what, where, when and why, and now it's time to get your story out there.

The traditional ways still work well. If you choose to make a poster you can hang them on community notice boards, speak to the owners of local spaces about posting there, or hang them in your window and the windows of your friends and family.

Then there are your social media platforms where you can share the information with a large audience – and encourage your friends, family and supporters to do likewise. It is recommended that you re-post one another and use the same hashtags (for example #EventName #CharitySupport #HopeAgainstCancer #CancerResearch #HopeCancerTrialsCentre #HopeNurses)

You could also write to your local newspaper, radio station, community magazine or online community and ask them to help spread the word.

And don't forget your 'JustGiving' page, which is an easy place to collect your donations.

If you'd like help or advice marketing your event please contact our communications officer, John, at john@hopeagainstcancer.org.uk

JustGiving is an easy to use fundraising site that, when used to full effect, is an amazing tool to assist you and your fundraising.

Here are some quick tips that can help to maximize the donations and fundraising on your page.

Create a page that connects to a personal profile – Facebook, Instagram or LinkedIn – this step can raise 19% more than profiles that aren't connected to a person or organisation.

Adding a story in the bio section and engaging with the audience through storytelling, including your reasons why, can lead to 104% more donations.

A simple thing like adding a profile picture can lead to 86% more donations.

Providing your donors, and those interested in your fundraising, with updates on the page can lead to 51% more donations.

Saying a personalized thank you when somebody has donated can further increase the page and donation amount.

(% increases mentioned are from comparisons between pages with these elements and those without.)

An emphasis on personalization is key, individuals are supporting you, and through your efforts, Hope Against Cancer.



And so, the day arrives.

If you are attending a pre-planned event, it is time for all your training to come together as you strive for the finish line.

If you are holding your own event or activity, remember that you have done everything you can to promote, plan and prepare, so, ***while it might be a busy day, don't forget to enjoy what you have created!***

And don't forget to take lots of photos too!

The end of the day does not necessarily mean the end of the fundraising. Quite often donations continue to come in for a while after a job well done.

If you haven't let us know already, send the Hope fundraising team a message and we'll help celebrate your achievement.

If you would like, we can organise a big cheque moment and thank you personally for all your efforts to support cancer research in Leicestershire and Rutland.

Your endeavours allow us to continue to support the Hope Cancer Trials Centre, funding amazing nurses, equipment, fellowships and exciting PhD projects.

The Hope Cancer Trials Centre provide innovative treatment to local people and the research helps national and international efforts to overcome cancer...

Thank you so much for your support. Without you we would not be able to fund life-changing research and care right here in Leicestershire and Rutland.

We have a wealth of information on the work we fund on our website and latest impact report. Please visit www.hopeagainstcancer.org.uk/impact-report to learn more.

Contact us:

To help with any part of your process, please contact **Martin Robinson**, Hope's Community Development Fundraiser, at martin@hopeagainstcancer.org.uk or call us on 0116 270 0101

Keeping your fundraising safe and legal.

Some activities need special licenses. Find out more information in the Fundraising Regulators Code of Practice at fundraisingregulator.org.uk

Hope Against Cancer cannot accept liability for third party events. You and your suppliers might need public liability insurance. Please get in touch for more guidance.