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LET'S DANCE

SOUTH DEVON'S
ULTIMATE DANCEATHON

FUNDRAISING PACK

To find out more visit:
rowcrofthospice.org.uk/lets-dance

rowcroft
hospice





Thank you so much for signing up to Let's Dance – this brand-new event is sure to get you dancing the day and night away. We can't wait for you to join us at Riviera International Centre at 4pm on Saturday 16 September.

Whether your moves are shuffling, swaying, all-out party dancing, or even a bit of Big Fish Little Fish Cardboard Box, Let's Dance promises lots of fun, while raising much-needed funds for Rowcroft Hospice.

WE NEED YOUR HELP

Events like Let's Dance play a huge part in how we spread awareness for Rowcroft, but many people are surprised to learn that the entry fee only covers the cost of the event. As an independent charity, more than 70% of our funding comes from the incredible generosity of local people, without whom we would not be able to fund our work. That is why your fundraising is so important as this will help us ensure we can continue funding patient care.

IF FUNDRAISING ISN'T FOR YOU

We get it - not everyone likes to fundraise. And that's absolutely fine. We do offer the option of making a one-off donation instead (minimum £20 per person). To do this, please just make a donation to your fundraising page.

Pat's story

When Pat Willcocks was told she had less than three weeks to live due to cervical cancer, she took the decision to spend her final weeks in the comfort of Rowcroft's Inpatient Unit.

"Mum was such a loving, kind person with a good sense of humour," remembers Pat's daughter Debbie. "She lived life to the full, cared about other people and was well-loved by everyone.

"Mum adored the gardens at Rowcroft, and the staff kindly took her outside in her bed to spend time surrounded by the flowers, plants, birds and trees. The Rowcroft angels gave her outstanding care and love and made her feel comfortable and supported. She was laughing until her last moments."

“ I was able to be with Mum when she passed, holding her hand with a nurse while she took her last breath. I cannot thank Rowcroft's amazing people enough and they will always hold a place in my heart for their special care and love. ”

Right: Pat loved the gardens at Cockington.



TIME
TO GET
STARTED

Thank you so much for taking part. By participating in our danceathon, you are raising vital funds for local patients like Pat.

SET A TARGET

Setting a target is a really great way to raise vital funds for Rowcroft.

£265

could pay for overnight patient care at home, enabling a family to get a good night's sleep knowing their loved one is receiving expert care and support.

£558

could enable a patient and their carer to have fortnightly complementary therapy sessions for six months to help them relax and to relieve anxiety.

£1,443

could enable our Hospice at Home team to provide end-of-life care to a patient at home in their last two weeks of life.

SET UP YOUR OWN FUNDRAISING PAGE

We're using a new fundraising platform for this event to help make your fundraising even easier!

If you've booked your own ticket for the event, then great news – your fundraising page should be all set up and ready to go as part of booking your ticket. If someone booked your ticket for you, you will receive an email to create your fundraising page.

You will have access to your own fundraising dashboard – it's where you go to manage your fundraising, thank your donors, and track your progress! To get to your dashboard, please click the link on the email that you received when you set up your fundraising page, or by clicking 'login' on the Let's Dance site.

As many of you still enjoy a paper sponsorship form, these are available to download from your dashboard.

Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%. We can provide you with sponsorship forms or Gift Aid envelopes to help make that donation go even further. Just make sure that everyone fills in their own address details and that the form is completed with clear writing.

To help you along the way, you'll find an up-to-date list of fundraising FAQs here: <https://lets-dance.raisely.com/faqs>.

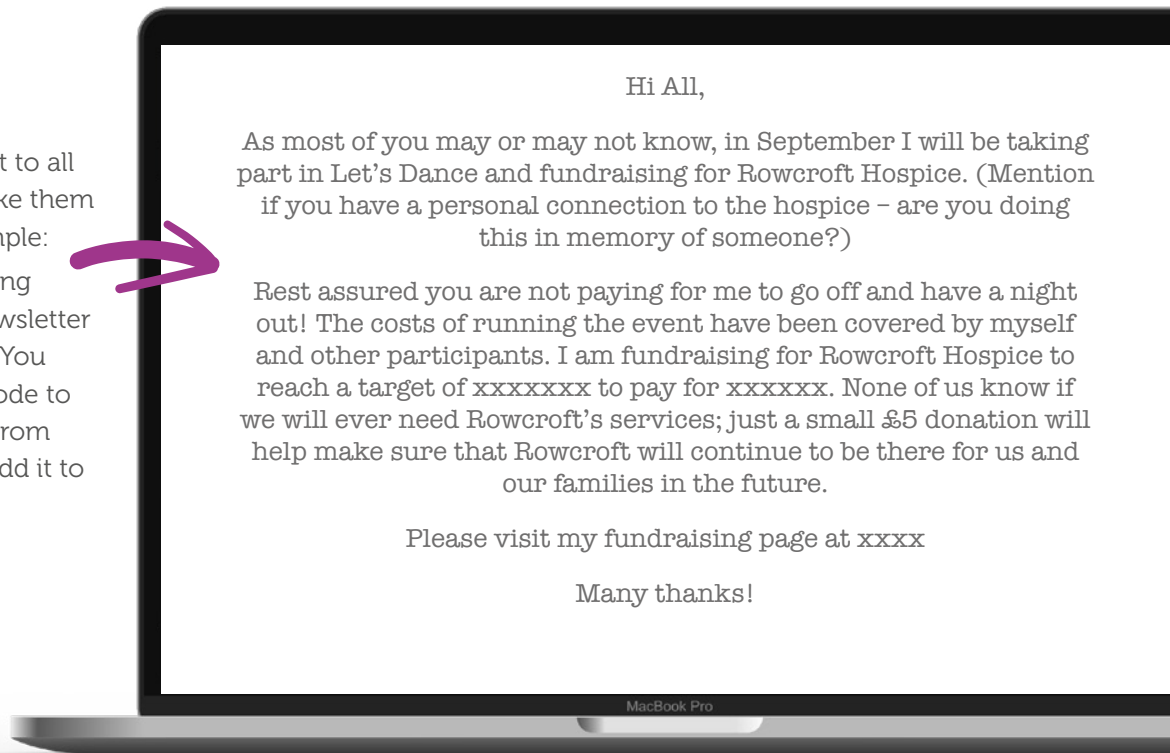


NOW YOU HAVE TO SPREAD THE WORD!

You have signed up, you have your Let's Dance fundraising 'ask' and you know where to direct people to donate people. Now it's time to spread the word about your fantastic challenge!

WHEN YOU'RE AT WORK

- 1 Send a group email out to all your colleagues to make them aware. Here is an example:
- 2 Mention your fundraising activity in the work newsletter and at a staff meeting. You could print out a QR code to your page (download from your dashboard) and add it to a staff noticeboard.



- 3 If you work for a company, ask your manager or HR department about 'match funding'. Lots of companies are keen to show off their corporate social responsibility and an easy way for your boss to do this is by matching your fundraising efforts with a company donation. It's all good publicity and if you don't ask you don't get!

YOUR FRIENDS AND FAMILY

- 4 Share your online fundraising page through Facebook. Top tip! Pick a quiet time to do this like evenings and weekends. You will need to share this more than once but try not to bombard people. If your birthday falls over the fundraising period, ask for a donation instead of buying you a birthday gift! Share when you are close to milestones, for example if you are £20 off hitting the £500 mark etc. In your post, tag people who you know are likely to sponsor you.
- 5 Use WhatsApp and other group messages to spread the word. Create a group chat of people you know are likely to sponsor you. Copy and paste part of the email above and add the link to your Facebook or Just Giving Page.

TEAM MATES & CLUB MEMBERS

- 6 Do you play sport for a local team or play darts at your local pub? You guessed it - we need you to ask them too! Ask the chair/captain if you can spread the word about your fundraising message. Can you share your link in a group chat, team or club Facebook group or post? Or put a notice on the club message board?
- 7 Why not pop a swear box on the bar at your local pub or in your place of work? You'll be surprised how quickly it fills up! Get in touch if you'd like us to issue you with a collection tin.

Don't forget to thank everyone after they donate (and after the event). Share your success and photos with them too.

Thank you for your support and remember our Fundraising Team is only a phone call away on 01803 217450. Good luck!