

# How to donate

Once you have finished fundraising and collected all the money, then donating it could not be easier.



## JustGiving

All money raised through JustGiving pages will come directly to the charity. Sign up today at [www.justgiving.com/suh](http://www.justgiving.com/suh)

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## Online

To make a BACS transfer, please email [charity@uhs.nhs.uk](mailto:charity@uhs.nhs.uk) so we can give you our bank account details and the reference you will need to quote on the transfer.

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## Cheque

Please make cheques payable to Southampton Hospital Charity and, if applicable, write on the back the ward/department you are supporting. Send cheques to: Southampton Hospital Charity, Mailpoint 135, Southampton General Hospital, Southampton, SO16 6YD

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## Phone

Get in touch with our friendly charity team on **023 8120 8881** – we accept all major credit or debit cards. Please do not send cash in the post.

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## In person

You can hand cash into the charity team's fundraising office on weekdays between 8.30am-4.30pm. For details on how to get to our charity office, please visit [www.southamptonhospitalcharity.org/contact](http://www.southamptonhospitalcharity.org/contact)

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## Regular donations

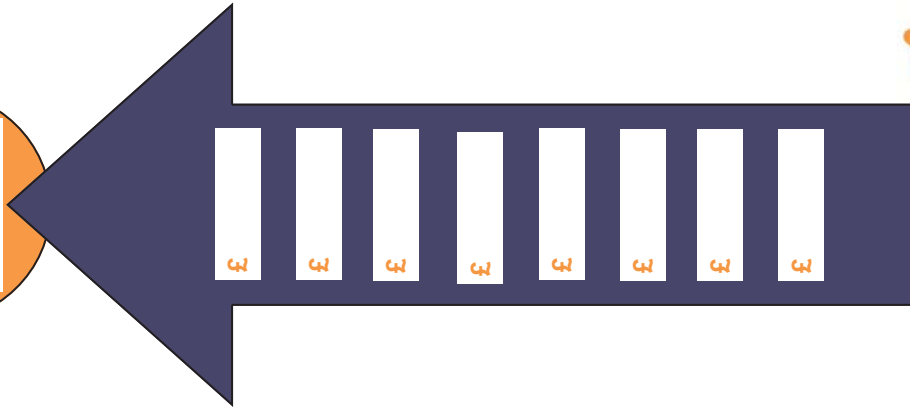
Set up a regular donation and make a difference today. More information about regular or one-off donations can be found on our website [www.southamptonhospitalcharity.org/make-a-donation](http://www.southamptonhospitalcharity.org/make-a-donation).



# Fundraising Planner

January:	February:	March:	April:
<p><b>To Do:</b></p> <p>Tip: Add your fundraising page to your email signature! Sell unwanted Christmas presents!</p>	<p><b>To Do:</b></p> <p>Tip: Love is in the air! Hold a Valentine themed event.</p>	<p><b>To Do:</b></p> <p>Tip: Enjoy a St Patricks themed evening.</p>	<p><b>To Do:</b></p> <p>Tip: Hold an Easter Egg hunt at work or home and charge people to enter.</p>
<p><b>May:</b></p> <p><b>To Do:</b></p> <p>Tip: Donate a Pound day! Plan a Dress Down Day at school, work or with a family group.</p>	<p><b>June:</b></p> <p><b>To Do:</b></p> <p>Tip: Have a spring clean, sell all unwanted items at your local Car Boot Sale.</p>	<p><b>July:</b></p> <p><b>To Do:</b></p> <p>Tip: Its Royal Ascot time! Organise a sweepstake at work! Wear a Hat to work Day!</p>	<p><b>August:</b></p> <p><b>To Do:</b></p> <p>Tip: Make your garden into a cinema for the night and invite people to watch a film for a donation.</p>
<p><b>September:</b></p> <p><b>To Do:</b></p> <p>Tip: Bake Off! Ask your team to Bake, Judge the winner and then sell off the cakes</p>	<p><b>October:</b></p> <p><b>To Do:</b></p> <p>Tip: Hold a Halloween themed fancy dress event. Its X-Factor / Strictly time organise a sweepstake at work!</p>	<p><b>November:</b></p> <p><b>To Do:</b></p> <p>Tip: Create some festive gifts and sell to your friends, family and work colleagues.</p>	<p><b>December:</b></p> <p><b>To Do:</b></p> <p>Tip: Its Party Season! Organise a Christmas Party and ask your guests for donations. Offer a gift wrapping to all of your friends and families.</p>

Target  
£





# Helping you make a difference for your hospital...

Adding your fundraising page and a message to your work signature is a constant reminder for everyone to donate. It will also help you get noticed by anyone you email outside of the office too!

## Create a Fundraising Plan

Here's an example of a fundraising plan to break down a £2000 target

- ★ £800 - Online fundraising page
- ★ £200 - Company donation / match funding
  - ★ £200 - Quiz night
- ★ £150 - Work dress down day
  - ★ £100 - Boot sale
  - ★ £150 - Ebay
- ★ £75 - Strictly / X Factor work sweepstake
  - ★ £75 - Movie Night
- ★ £100 - Christmas Gift wrapping for friends and families
- ★ £150 - St Patricks / Halloween / Christmas Themed Party night

## You've got your big idea. Now it's time to make it happen.

**\*Pick a date**-You cannot control the weather, but you can choose your date tactically to try and get the best turn out. If you're hoping to have friends along, check for conflicting weddings and birthdays.

**\*Call in a few favours** – Your friends are a talented bunch, and they can help! Do you know a master baker? A face painter? Or someone who can offer you a venue free of charge? Then get them on board. Together you'll be unstoppable.

**\*Shout it from the rooftops** – Once you have a plan of action, make sure you tell everyone about it! Facebook is a great place to start as you can set up an event page and invite all your friends. Plaster your plans all over the real world too, on notice boards and leaflets.

**\*Blag a freebie** – Tell a few local businesses about your plans. They may give you a raffle prize or another donation – It can't hurt to ask!

Use social media, this is a powerful way to help raise awareness of your event and reach a large target audience. Document your fundraising progress. Ask friends and family to share your posts this will help spread the message Further.









## Event ideas

- \* Pub Quiz \* Fun Run \* Golf Day \* Race Night \* Charity Auction \* Virtual Dog Show \* Football Tournament \*  
\* Come Dine With me \* Easter Egg Hunt \* Car Wash \* Swap Shop \*  
\*Themed parties - Valentines, Easter, Hawaiian, Beach, Fireworks Night, Back to School, Christmas \*



## Online Fundraising Hints and Tips

We recommend our fundraisers set up an Online Giving page for all of their events, the funds get paid directly to Southampton Hospital Charity. Gift Aid can be automatically collected making donations worth 25% more, and best of all you don't have to chase people with paper sponsor forms.

-  **Start ASAP** – Setting up your online giving page early takes the pressure off, you can do it when you have time to think about it, and gives you loads more time to fundraise. London Marathoners for example raise 40% more by starting before Christmas as opposed to starting in March (race day in April).
-  **Set a target on the page** – This encourages people to be more generous. On average people that set targets earn 63% more.
-  **Personalise your page** – Tell your story, your supporters what to know what you are doing and why. Let them know the specific area of the hospital you are fundraising for and how that ward / department or specialism has impacted your life. A personalised page can be worth 84% more than an unpersonalised one.
-  **Add a picture** – It might seem silly but adding a picture can be a massive booster, people want to see who they are donating to and if you have a common name like 'John Smith' then they will know immediately they are on the correct page and it's you that they are donating too. Having a picture can be worth 23% more.
-  **Make a noise** – Tell everyone about your page; make sure you shared it to all of your social media accounts, and don't just share them once, share them regularly!
  - ★ **Facebook** – share your link in a new post and write why your friends should donate. When your supporters donate, write a comment on the same post tagging the donor to thank them. Posts with more comments and reactions (likes) will be seen by more people.
  - ★ **Twitter** – tweet your link, ask people to retweet you.
  - ★ **Instagram** – copy the link to into your "bio" and post pictures with and comments saying what you're doing and directing them to the link.
-  **Chose your timing** – Posting the link on your social media on or just after payday can be a really efficient, as they can donate immediately. Timing a post so that it is seen when your friends are coming home from night out and are already in a good mood can make them much more likely to be generous.
-  **E-mail signature** – Some companies will allow you to add the link to your company email signature, which is a great way to engage co-workers.
-  **Update your page regularly** – Regular updates to let people know how your preparations are going are really effective and people can see all the hard work you are putting in. A text update can be worth an additional 8%.

