



Host a Sponsored Run or Walk

Thank you for choosing to fundraise for The Butterfly Hospice.

Hosting a charity walk or run is a great way to raise money for us, get fit and encourage others to enjoy the outdoors.

This guide includes information and tips to help you host a successful walk or run for us.



The Butterfly Hospice Trust, Rowan Way, Boston, PE21 9DH

Tel: 01205 311222 Email: enquiries@butterflyhospice.com

<https://www.butterflyhospice.org.uk>  <https://twitter.com/BHTHospice>

 <https://facebook.com/ButterflyHospice>  <https://instagram.com/butterfly.hospice>

Getting started

Choosing your route is one of the most important factors of your event. You may want to contact local walking and rambling groups for information on routes they use, or for help devising a new route for your walk. You may need permission from the local council or landowners for certain areas, so make sure you check in advance. It is a good idea to make the route as inclusive as possible- meaning all ages and abilities can join in- think about type of terrain, elevation, disabled access and length. You may decide to have two routes, including a shorter route for participants with young children. To cut down on the need for transportation, consider making your route circular (finishes in the same place as it starts) participants will then not need transport back to the start line. This will also allow you to have an area with refreshments, toilets and supporters to wave off their friends and family and also wait at the finish line. When you have decided on your route it is a good idea to do a trial before the event to make sure it is suitable.

When deciding on the date of your event there are several factors to take into account. You should make sure your event doesn't clash with any other events in the area, as you don't want to compete with other events for attendance. Time of year may impact attendees, less people will want to participate in a walk or run during winter! Depending on the time of year you could also introduce a theme which may attract more people to your event, you could also have team fancy dress and award a prize to the best dressed.

Staying Legal & Safe You are responsible for making sure that the event poses no risk to yourself and others. For events such as sponsored walks or runs, we recommend you complete a risk assessment and take out public liability cover.

Depending on the size of your event and the route you have chosen, you may need to inform the police when your event is taking place as road closures may be necessary depending on the route. When organising your event you should ensure you have the appropriate level of first aid. Factors to consider; number of attendees, location, type of event, duration of event. The British Red Cross and St. Johns Ambulance can help you plan your event medical cover.



Please don't let any of this put you off, our fundraising team will help with this!

Data Protection Any paper or electronic record you collect about people involved in a fundraising event must comply with the Data Protection Act, for guidelines please visit www.gov.uk/data-protection. As a guide- store all information you hold securely, do not keep the information any longer than you need to and don't share information or data about someone without their permission.

Consider the environment While enjoying the outdoors you should also consider the environmental impact your event may have. You could introduce recycling points for attendees to discard their water bottles to discourage any waste and make your event as eco-friendly as you can.

Before you can promote your event you need to decide:

- The start time of the event
- How attendees will check in on the day
- The schedule of the day
- Are you charging a fee for registration?
- What prizes will be given to the top fundraiser, best fancy dress, quickest finish time?

Once you have finalised the details you can start to promote your event!

Promoting Your Event

Share the word on social media



Create an event on Facebook and invite all your friends. Share your event and any media coverage so more people see it. Post regular updates and tag us using @ButterflyHospice



Share your event on Twitter and encourage people to retweet it so that it reaches more people. Mention us in your tweets using @BTHospice



Share photographs on Instagram and tag us @butterfly.hospice



Create a JustGiving page, visit www.butterflyhospice.com/downloads and download 'Set up a JustGiving Page' for help. Share your JustGiving link on social media.

Remember to like and follow us on our social media pages!

Tell the Press!



Contacting your local newspaper and radio station is a great way to publicise your event and raise awareness for the hospice.



Let them know you are fundraising for us and why you chose us. Send a press release (see our press release template in this pack) including all the relevant details, your fundraising target and send in a good quality picture.

After your event has taken place contact the press to share your success, provide a photograph of the event and let them know how much money you raised, of course thanking everyone that took part.

Take photographs of your progress and planning to keep everyone updated during the run up to the event. A picture is worth a 1000 words!

Remember you must have permission to use photographs of participants in social media posts (See video & photograph event form included in this pack).

Traditional Methods

- Circulate posters widely and hand out flyers to promote your event, including all the relevant details, what, where, when, cost to participate, your target amount and contact details (use our blank poster template included in this pack).

Paying in Money Raised

There are several ways you can pay in money-

By cheque

Payable to 'The Butterfly Hospice Trust', you can post it, or hand it in at the hospice.

By PayPal

If you have a PayPal account, our email is enquiries@butterflyhospice.org.uk

By BACS

Sort Code 20-11-13 Account No. 50221090

Please contact us to advise when the payment is due to be received in our bank.

Over the phone

Just give us a call on 01205 311222, one of our friendly team will take your details.

Monday 9-5, Friday, 9-4.

Please make sure you send us a completed donation form (included in this pack) so we know the money came from your event! Also include all sponsorship forms so we can claim the **Gift Aid** on your donations.

Thank you for your support





THANK YOU FOR YOUR SUPPORT

We can't wait to hear from you!

We would love to hear how your fundraising event went, if you would like to share your experience and photographs to inspire others please drop a message to natalie.bunce@butterflyhospice.org.uk

Contact Information

The Butterfly Hospice Trust,
Rowan Way, Boston, PE21 9DH

Charity Office Tel: 01205 311222
Email: enquiries@butterflyhospice.org.uk

 <https://twitter.com/BHTHospice>

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 <https://instagram.com/butterfly.hospice>



Booking In Form- Teams

Please complete all parts of the form in BLOCK capitals.

All information will be stored securely and will not be used for purposes other than this event.

Team Name..... Number in Team.....

Team Member 1

Full Name..... Age..... Gender: M/F/Prefer not to say

Address..... Postcode.....

Tel No..... Mobile No..... Email.....

Emergency contact (Name, Relation & Tel No).....

Team Member 2

Full Name..... Age..... Gender: M/F/Prefer not to say

Address..... Postcode.....

Tel No..... Mobile No..... Email.....

Emergency contact (Name, Relation & Tel No).....

Team Member 3

Full Name..... Age..... Gender: M/F/Prefer not to say

Address..... Postcode.....

Tel No..... Mobile No..... Email.....

Emergency contact (Name, Relation & Tel No).....

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THE BUTTERFLY TRUST
HOSPICE
Your local hospice for local people

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Please complete all parts of the form in BLOCK capitals.

All information will be stored securely and will not be used for purposes other than this event.

Team Name..... Number in Team.....

Team Member 4

Full Name..... Age..... Gender: M/F/Prefer not to say

Address..... Postcode.....

Tel No..... Mobile No..... Email.....

Emergency contact (Name, Relation & Tel No).....

.....

Team Member 5

Full Name..... Age..... Gender: M/F/Prefer not to say

Address..... Postcode.....

Tel No..... Mobile No..... Email.....

Emergency contact (Name, Relation & Tel No).....

.....

Team Member 6

Full Name..... Age..... Gender: M/F/Prefer not to say

Address..... Postcode.....

Tel No..... Mobile No..... Email.....

Emergency contact (Name, Relation & Tel No).....

.....

We will be in touch shortly to send you important updates about the event

Thank you for signing up!

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Booking In Form- Individual

Please complete all parts of the form in BLOCK capitals.

All information will be stored securely and will not be used for purposes other than this event.

Full Name..... Age.....

Gender: M/F/Prefer not to say Tel No..... Mobile No.....

Address.....

Postcode..... Email.....

Emergency contact (Name, Relation & Tel No).....

.....

We will be in touch shortly to send you important updates about the event.

Thank you for signing up!

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PHOTOGRAPHY & VIDEO FILM CONSENT FORM

Here at The Butterfly Hospice Trust, we provide a number of news releases to tell people about our events and the work we have been doing. We take photographs or videos to illustrate our messages for use externally, by the media for example, as well as internal promotional activities.

If you agree to having your photograph or a video taken to support our activities, please read the declaration below carefully and sign the bottom of this form.

I hereby agree that by having my photograph taken:

- The Butterfly Hospice Trust has my full permission to use the photo(s)/video, with my name, in any activity that reasonably promotes the Butterfly Hospice.
- The Butterfly Hospice Trust can use the photo(s)/video(s) for as long as it considers appropriate.
- I understand that once the photo/video has been produced, its reproduction or adaptation may be beyond the control of the Butterfly Hospice Trust.
- I will not be given preferential treatment or service by the Butterfly Hospice Trust for taking part.
- I will not be paid for taking part.
- I have the right to withdraw my consent for the photo(s)/video(s) to be used in the future by providing 14 days notice, in writing, to: The Administration Manager, The Butterfly Hospice Trust, Rowan Way, Boston, Lincolnshire PE21 9DH. I understand this must be acknowledged by The Butterfly Hospice Trust to be effective and that The Butterfly Hospice Trust has no control of photo(s)/video(s) already published.
- I will not own the copyright of any photos/videos generated for use by The Butterfly Hospice Trust.

Name: (Block Capitals):

First Line of Address: Post Code:

Signature:

If you are a parent or guardian and have agreed for your child(ren) to be part of promotional activities for The Butterfly Hospice Trust please give your consent below. By signing on behalf of a child you are confirming that you have the right to consent to photographs or videos of the child being taken and used in accordance with this agreement.

Child(s) Name:
BLOCK CAPITALS

Your Name:
BLOCK CAPITALS

Signature: Date:

For Internal Use only			
Name of event		Date of event	
Image reference(s)		Approved by	



THE BUTTERFLY TRUST
HOSPICE
Your local hospice for local people

When paying in please complete this form and return it, along with any sponsorship forms, to;

**The Fundraising Team, The Butterfly Hospice, Rowan Way, Boston,
PE21 9HD**

Please ensure that all cheques are made payable to
'The Butterfly Hospice Trust'



Event Donation Form

Title..... Telephone..... Email.....

First Name..... Last Name.....

Address.....

.....

Event (brief description of what you did to raise money for us)

.....

.....

Amount raised £.....

Method of payment.....

Name you would like on your fundraising certificate

.....

Remember to include your sponsorship forms so we can claim **Gift Aid** on your donation!



THE BUTTERFLY TRUST
HOSPICE
Your local hospice for local people

Press Release



[Insert your name/organisation name] is holding a/taking on the challenge of [insert name/description of your event] to raise vital funds for The Butterfly Hospice Trust on [insert date, time, location and venue name].

The Butterfly Hospice Trust, based in Boston, Lincolnshire, provides palliative care and holistic support to patients and their families. The Butterfly Hospice Trust is dedicated to improving the quality of life for patients and families facing a life-limiting illness by providing choice, care and support in a hospice setting. Our care teams include doctors, nurses and therapists, who provide free 24-hour patient care to those who need it most.

We are/I am happy to invite my/our [friends/customers/family/everyone] to join in [insert event activity]. With your help I/we are hoping to raise [insert target to be raised] through [ticket sales/raffle/the event] to help the hospice provide vital care for terminally ill individuals in South East Lincolnshire.

I am/We are working hard to make this event a success and hopefully reach the target!

You can sponsor the event by visiting [insert just giving page]

For more information/to book a place/buy a ticket/ sponsor [name of your event] contact [insert name, phone number/email address]

[Attach a photograph, preferably with The Butterfly Hospice Trust logo visible, if possible]

Support Your Local Hospice



THE **BUTTERFLY** TRUST
HOSPICE
Your local hospice for local people

CHARITY NO. 1113697

Sponsorship Form



Name:

Telephone No:

Address:

Postcode:

Email:

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*Do you pay tax? If so your gift will be worth 25% more to us- **at no extra cost to you.**
All you have to do is **tick the box** under 'Gift Aid', and the tax office will give 25p for every £1 you donate*
We need your full name, address and postcode in order to claim Gift Aid on your donation*



Full Name	Home Address	Postcode	Amount Pledged (£)	Amount Collected (£)	Tick for more info**	Gift Aid ✓

*By ticking the Gift Aid box I confirm I am a UK taxpayer and I would like the Butterfly Hospice Trust to claim Gift Aid on my donation. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6th April to 5th April) that is at least equal to the amount of tax that the Butterfly Hospice Trust will reclaim on my gifts for that tax year.

**Information you provide will be stored securely, from time to time we may contact you with news and events, if you would like to hear more from us please tick the box.

CHARITY NO. 1113697



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