



# WALK A MILE APPEAL

## Fundraising toolkit

### Thank you for choosing to take part in Walk a Mile 2021.

At Father Hudson's Care we want to ensure that everyone is supported and empowered to live a healthy and happy life of their choosing.

Thanks to you fundraising for us we can continue to support independence for those living with disabilities, shelter for homeless people, and a helping hand for those affected by poverty. We can be there for our elderly communities and provide care and support to vulnerable children and their families.

Whichever way you chose to walk, our fundraising team will be there with you every step of the way. Our fundraising toolkit is full of tips and advice to make your fundraising a success.

If you have any questions or just want to chat through your ideas, then please don't hesitate to get in touch.

### Getting Started

1. Sign up for Walk a Mile with our online registration form. Set your fundraising goal and use the link provided to create your own online JustGiving page or download our sponsor forms. Why not recruit a team of friends, neighbours and family to join you?
2. Whether you take a simple stroll around the block or do 10,000 steps in your local park – you decide when, where and how you are going to do your fundraising walk. Pick any date between May and October, it's up to you if you want to create a simple fundraiser or do something a bit more challenging.
3. Keep in touch! We want to hear about and support you with your fundraising plans. Take photos and share on #WalkaMile2021. You can also tag us on Twitter, Facebook and Instagram. Remember why you are taking part and don't forget to celebrate your fundraising achievements.

## Top tips for Fundraising Success!

- 1. Share with your networks** – tell other people about your fundraising and why you are doing it to encourage them to support you.
- 2. Use matched giving** – get in touch with your employer and see if they do a matching scheme, you can double your donation!
- 3. Be creative** – we have all done a lot of walking during the pandemic, so why not push yourself that little bit further to raise money. Snowdon anyone?
- 4. Make the most of gift aid** – we can claim tax back on certain donations from tax payers and can raise an extra 25p for every £1 raised. If unsure, please contact us for advice and always use our official donation and sponsor forms.
- 5. Share your story** – why not contact your local press and see if they will share your story to encourage more donations? We can help with a template press release if needed. You can also download and print our fundraising signs to wear whilst doing your walk to let everyone know who you are walking for.
- 6. Email Signature** – why not add our Walk a Mile email signature to ask people to sponsor you. Email signature templates are available on our website.
- 7. Use social media** – social media is one of the easiest ways to grow your donations. Always share your online giving link through your social media channels or you can even set up a fundraiser on Facebook itself.
- 8. Keep it safe** – your safety is our priority so always make sure that any walk you organise is not going to cause any harm. Try and walk during daytime hours and in a public place especially if participating alone.
- 9. Keep it legal** – There are a few legal guidelines that you would need to be aware of when organising a walk. If you are planning to collect money whilst walking, then you will need to have a permit from the local council. It is also advisable that if you are organising a walk for a larger group that you have public liability insurance. If unsure, please contact a member of the fundraising team.
- 10. Enjoy it!** – fundraising should be fun so please enjoy yourself and know that you are helping to change people's lives!

## How to send in your donation

There are lots of ways you can send us your donations so please pick one that is easiest for you;

**Online** – please visit [www.fatherhudsons.org.uk/donate](http://www.fatherhudsons.org.uk/donate)

**By phone** - please call us on 01675 434000

**In person** – why not pop into our office and pay your money in? We would love to see you and hear about your fundraising

**By post** – please remember to send a covering note with your name and address with any sponsor forms. Cheques should be made payable to: **Father Hudson's Society**

**Thank you so much for taking part!**

[www.fatherhudsons.org.uk](http://www.fatherhudsons.org.uk) | 01675 434000 | [enquiries@fatherhudsons.org.uk](mailto:enquiries@fatherhudsons.org.uk)

Father  
**Hudson's**  
Care

Father Hudson's Care is a working name of Father Hudson's Society, St George's House, Gerards Way, Coleshill, Birmingham B46 3FG. Charity no. 512992