

NORTH · LONDON  
HOSPICE

Registered Charity No. 285300

# Virtual Collections Pack



YOUR DATA MATTERS

**FR** Registered with  
FUNDRAISING  
REGULATOR



# VIRTUAL COLLECTIONS WITH NORTH LONDON HOSPICE

## About the Hospice

North London Hospice cares for patients with a life-limiting illness and supports their families, friends and carers too. Each year we care for over 2,500 patients in the communities of Barnet, Enfield and Haringey and at our Inpatient Unit in Finchley.

We are an independent charity and provide all our care free of charge. It costs £13 million to run our services each year, and with just 40% of our funding provided by the NHS, we rely on the generosity of our local community to fund our work.

## How do virtual collections work?

Virtual collections are a simple way for you to raise money for North London Hospice from the comfort of your home. Set up an online fundraising page on a site like JustGiving and invite your friends and family to donate to your collection. You can explain why this is important to you, include photos and set a target. Everyone can see how much is being raised and how their donations make a difference.

## How do I promote my virtual collection?

A virtual collection is easy to promote online through your social media channels and emails - simply share a link and post frequently about it to remind people to give. The best bit is watching your collection grow over time and hitting your target!

## How your virtual collection can help our work:

£15 funds an inpatient bed for 1 hour.

£20 provides a TENS machine.

£50 will pay for equipment for a nurse to care for people at home for one week.

£90 will pay for a day's worth of travel for our community teams visiting patients at home.

£125 will fund one of our nurses for a day.

# HOW TO SET UP YOUR JUSTGIVING PAGE

You can use any fundraising platform you want, but we recommend JustGiving - it is easy, quick, and you can do it all from your phone, tablet or laptop!

If you already have an account, click the orange 'fundraising' button to start setting up your page: [www.justgiving.com/nlh](http://www.justgiving.com/nlh)

Below you will see the steps necessary to set up your page if you have not done it before:

- 1) Go to [www.justgiving.com](http://www.justgiving.com) and click sign up in the right hand corner of the screen.
- 2) After this, log into your account and click the orange button saying start fundraising.
- 3) When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
- 4) Search for the North London Hospice.
- 5) Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
- 6) If you can't see your event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your activity.
- 7) Choose your web address - this is the link you'll be sharing with friends and family when asking them to donate.
- 8) Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction. Donations to your Page won't be eligible for Gift Aid if you do these events. [Find out more here.](#)
- 9) Click 'Create your page'.

**Job done!** Your Fundraising Page is now set up and ready to accept donations. JustGiving sends online donations straight to the Hospice.

Now you can start on the fun stuff - like [personalising your page](#) with your photo and telling sponsors why you are raising for this cause. You can also start [sharing your page with friends and family](#).

**Best of Luck!**

**JustGiving™**

# VIRTUAL CHALLENGES

Want to up the stakes? Then why not add a challenge onto your collection! It is the perfect way to keep yourself active. Our suggestions below can all be done at home, and you could film yourself doing these to share with friends and family to update them on your progress and encourage them to sponsor you. You can even use your Fitbit or free apps (see end of page for suggestions) to record your progress, and then you can send the photos of your progress to us!

**You can take on any challenge you want, but here a few suggestions to get you started:**

## **RUN A MARATHON**

The London Marathon may be postponed, but don't let that stop you! Set yourself the challenge to run or walk 26.2 miles in support of North London Hospice. This doesn't have to be in one go - you could set a time limit of one week or one month to cover the distance, and you could do this in your garden, around your house or on the treadmill if you have one.

## **CYCLE THE EQUIVALENT OF THE FUJI SPEEDWAY RACE**

The Tokyo 2020 Olympics road cycling race! This is 234km for men or 137km for women, and would be great for those who have a cycling machine at home.

## **WALK THE SAME DISTANCE AS OUR GREAT WALL OF CHINA TREKKERS**

They aim to cover 35km in 5 days, so why not test out if you can do the distance too...without the 1000 steps up the Heavenly Ladder in your way!

## **DO A VIRTUAL MOUNTAIN CLIMB**

This could be a virtual climb up Mount Kilimanjaro at 2578 flights (38,680 steps) in a month, or perhaps something smaller like Mount Snowdon at 475 flights (7120 steps) in 1 week. You could do this using stairs at home or outside, or perhaps the step machine at your gym when it is open.

## **SHAVE IT, WAX IT, STREAM IT**

In desperate need of a haircut or beauty session? Then ask your friends and family to sponsor you to get a shave or a wax, and livestream it on social media to show off your new look...be it your head, legs, back, or even your eyebrows!

# VIRTUAL EVENTS

Virtual events are brilliant for bringing friends, family and the community together. It is an interactive gathering that happens using different social platforms.

Anyone can participate using features such as Instagram or Facebook Live, YouTube, Zoom, WhatsApp or Facetime, where multiple people can watch and join in from the comfort of their own home or anywhere in the world.

It is a simple way to use your talents while supporting North London Hospice - by encouraging the audience to donate to your fundraising page or our website, and sharing why the charity means so much to you.

## **EXAMPLES OF SUCH EVENTS ARE:**

- Quizzes and competitions
- Live music performances
- Cooking and Craft Demonstrations
- Exercise Classes
- Livestream gaming
- Book clubs
- Q&As
- Movie nights

You can create a private event for your friends and family, or make it available to a wider audience. If you would like to hold a virtual event, we would love to hear from you - we can advise you on the best way to organise and promote it.

If you have any questions, please email [fundraising@northlondonhospice.co.uk](mailto:fundraising@northlondonhospice.co.uk) or call **020 8446 2288** to speak with our **Fundraising Department**.

## **STRAVA**

TRACKS RUNNING,  
CYCLING AND SWIMMING

## **MAP MY WALK**

TRACKS YOUR STEPS AND  
DISTANCE, AND SHARE  
IT WITH YOUR FRIENDS

## **COUCH TO 5K**

AWARDED BEST 5K  
TRAINING APP, GREAT FOR  
BEGINNERS!

## **INSTAGRAM LIVE**

LIVE STREAM YOUR EVENTS  
AND CHALLENGES TO ALL  
YOUR FOLLOWERS AND  
BEYOND

## **ZOOM**

OR ANOTHER VIDEO CHAT  
APP TO GET MULTIPLE  
PEOPLE INCLUDED IN A  
QUIZ

## **ANCHOR**

MAYBE YOU COULD TAKE  
ON A 24 HOUR CHARITY  
PODCAST WITH FRIENDS  
AND FAMILY USING THIS APP

# TIPS TO MAKE THE MOST OF YOUR VIRTUAL COLLECTION

## UPLOAD A PHOTO

Pages with photos get more sponsors than those that don't.

## SET A TARGET

Be brave and let supporters know what you are aiming for. Outline how this will help North London Hospice, so they understand the impact of their gift.

## TELL YOUR STORY

Let people know what inspired you to support North London Hospice - perhaps you have a personal connection, live locally or are celebrating someone or something.

## GET CREATIVE!

Give people an extra reason to donate, by sharing videos of your training, holding an event (virtual or not!) or setting yourself a challenge like a sponsored silence.

## PROMOTE YOUR PAGE VIA SOCIAL MEDIA

Use your Facebook, Twitter, Instagram and other social media platforms to share your page to your networks and ask others to repost it to reach even further! Hashtag relevant words like #hospicecare or #charity, and tag us so we can retweet to our followers too! Post updates frequently to keep people engaged.

## PROMOTE YOUR PAGE VIA EMAIL

Send your page address to your email contacts along with a few lines explaining why you need their support, and send reminder emails as well. Add your page address to your work and personal email signatures so everyone who you email can see it.

## DON'T DO IT ALONE

Team fundraising can help you to raise 10% more than if you were alone, so get friends, family and colleagues involved too.

## GET YOUR WORK PLACE INVOLVED

Impress your bosses by letting them know what you are doing, and ask for help to promote your fundraising, whether it be in the next newsletter or doing a shout out on your website! Your workplace may even offer matched funding.

## CONTACT YOUR LOCAL PRESS

A bit of exposure such as a few lines in the local paper or an appeal on your local radio station can really help. If they publicise your page address, it will be really easy for readers and listeners to support you.

## THANK PEOPLE

Saying thank you is important - you can update the story on your page, send emails out to your donors, tweet a thank you and update your Facebook status. Let people know how your fundraising went and how their support will help North London Hospice.

# Thank you!

We'd like to say a huge thank you and good luck to you all on your virtual fundraising.

Your support makes our work possible

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NORTH·LONDON  
HOSPICE

Serving the Boroughs of Barnet,  
Enfield and Haringey

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