

Your formula for growth

Thank you for joining the £50/50 Days Challenge

In business, success starts with a smart strategy — and fundraising is no different.

Just like any strong business plan, your fundraising plan needs the right mix of creativity, focus and execution. Here are some key insights to help you to achieve outstanding results.

Pledge your £50 stake

- Ask your company to donate your £50 stake

Download your fundraising pack

- Packed with fun resources to help you to plan and promote your 50/50 activities - and a totaliser to track your progress and keep you motivated too! Head to www.severnospice.org.uk/50-50

Set up your JustGiving page

- It's the easiest way to kick-start your fundraising. Go to www.justgiving.com to set up your team page and then share, share, share!



Scan the QR to set up your JustGiving page

Fabulous fun-draising

- Get your thinking caps on! Any idea goes, as long as it grows (and it's safe and legal!). We've shared some of our favourites

Shout about it

- Pin up a poster, email your workmates, suppliers, clients and friends and share your story with the local press

Double your impact

- Ask your company to match fund what you raise – it's a brilliant way to boost your total!

Have fun, stay safe!

- There are a few things that are helpful to keep your fundraising safe and legal. Find everything you need to know by [clicking here](#)

Snap and share

- Post your photos on social media and tag us in – we'd love to see your 50/50 fundraising action!

“ We will never forget how much you all did for us in the hardest time. You are all truly a special people ”



Bright ideas

Here are our top ten ideas to kick-start you creative and entrepreneurial minds

- 1. Sponsored team challenge**
Climb a mountain, run a relay or cycle coast to coast
- 2. Office games day**
How about Office Lingo Bingo to get you started?
- 3. Buy low, sell smart**
Run a snack stall, tea trolley or lunchtime pop-up
- 4. Get sporty**
Enter a race or challenge or host your own tournament
- 5. Sponsored 50-day challenge**
Do something daily - 5k run, 50 squats, read a book a day for sponsorship
- 6. Host a party**
BBQs, quizzes, bake-offs or wine tasting events work a treat
- 7. Home-made sale**
Buy ingredients and supplies to bake, make, create and sell
- 8. Public staff challenge**
Pedal for pounds on an exercise bike in your reception, shop or office
- 9. Raffles, tombolas and sweepstakes**
Always crowd-pleasers – and great money-makers! There are a few rules about running a raffle - for more information go to www.gamblingcommission.gov.uk
- 10. Tasks for cash**
Invest in a bucket and sponge and wash workmates or customers cars

Can you out-think the rest?

To add to the fun, we've got some Challenge Champion prizes up for grabs

- Most Raised Overall
- Most Creative Fundraisers
- Best Community Engagement
- Best Fundraising Photo
- Judge's Choice

Remember to let us know all about your fundraising so you're in it to win it!

Business brain, community heart

You could make this difference

£5,000 could pay for 24 overnight stays from our hospice community team

£2,600 could fund three bereavement support days for a group of children and their carers

£1,100 could pay for one hour of our caring services for local families

£500 could provide one tunic each for all our nursing team on Alexandra Ward at Apley

WE'RE HERE TO HELP

We're here to support you every step of the way. Whether you'd like to generally pick our brains, find out about permissions and licencing or borrow extra resources, we can help make your 50/50 journey easy, successful and fun!

Call Jenny on 01952 211351 or email us at fundraising@severnhsospice.org.uk

Get *nifty* with your fifty!

