

Your formula for growth

Thank you for taking on our £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 seed money, or split between colleagues so everyone can chip in a small amount.

Let us know you're taking part

- We can support you through your challenge – whether that's sharing ideas, providing extra resources or giving you a motivational boost along the way.

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 severnhospice.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, or if you already have one, add your 50/50 challenge to your story. Then share, share, share!
- New to JustGiving? Take a look at our step-by-step guide to setting your page at www....

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 on the next page

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 at severnhospice.org.uk/50-50

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 special people ”





Bright ideas

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

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

Business brain, community heart

You could make this difference

£6,750 could help fund two weeks of a nurse's specialist care

£2,334 could pay for a month of overnight stays to a patient's home from our community nursing team

£1,728 could provide 12 Elephants Never Forget bereavement sessions for a group of children and their families

£490 could pay for 35 patients to attend a coffee morning where they can meet others, find out about our services and chat with our nurses

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 licensing or borrow extra resources, we can help make your 50/50 journey easy, successful and fun!

Call on 01952 211351 or email fundraising@severnospice.org.uk

Get *nifty* with your fifty!



Severn Hospice
here and at home