Edinburgh Children's Hospital Charity

Promote Your Fundraising

Intro

Are you planning your own fundraising event for ECHC and keen to raise as much money as possible? This is the guide for you! Read on for our top tips on using local and social media to share your amazing efforts to bring more than medicine to seriously ill children and their families in hospital.

Set up an online fundraising page

The easiest way to fundraise and promote your fundraiser is by setting up an online fundraising page. Our preferred online fundraising platform is JustGiving.

On JustGiving, the money from your page reaches us automatically, which takes any hassle out of collecting donations. It's also really quick to set up so you can start fundraising straight away!

Top tips for fundraising online

- **Personalise your page**: Add your personal story, photos and updates. Why have you chosen to raise money for ECHC? If you're comfortable to share, tell your story! You could raise up to 65% more.
- **Set a fundraising target:** Give your supporters a goal to get behind. Don't be afraid to go big!
- **Spread the word:** Send your page link to your friends, family, and colleagues. Share on your social media channels for an extra boost.
- **Say thank you:** Personalise your thank you email. Include an ask for your supporters to spread the word about your fundraiser. After the event, update your page with photos and the result, and remind people there's still time to donate.

Give a Little Champion App

You can use the Give A Little Champion App to take contactless donations on your iPhone or Android phone, with no separate card reader needed. Your phone must have NFC enabled (if you can use Apple Pay or Google Pay, you can usually accept donations too).

Donations are paid directly into our bank account, and you can track what you've raised in the app's report menu.

To get started, download the Give A Little Champion App, then email **hello@echcharity.org** with the name and email address of anyone who needs access. We'll send an invitation. Once accepted, our campaign will appear in the app and you'll be ready to take contactless donations via Apple Pay or Google Pay.

To find out more, click here to watch a short video.

Press

Appearing in your local paper is a great way to reach people you don't know and share your fundraising story even further. This can help you raise more donations and raises awareness of ECHC.

Remember to share any coverage with us by emailing hello@echcharity.org

Sending a press release

Copy our template press release on page 5 into a word doc, fill it out and email it to your local paper 3-4 weeks before your event. Be sure to include a photo(s).

- Wait a few days. If you haven't heard back, it can be a good idea to call. Call the switchboard and ask for news/editorial. Bear in mind that journalists are busy, so you may be asked to send the release again.

- If you are given a news@ or editorial@ email address, ask if you can mark it for someone's attention.

- If it's a daily paper, do not call before 11am or after 3.30pm. If it's weekly and is published on say, a Wednesday, do not call on a Tuesday as these are their busiest times.

Top tips for press

- A journalist will often require **more details**, so be prepared to answer some questions about your event and how much you would like to raise.
- If you have a hospital story, they will likely ask for more details about this. **Please only share as much as you feel comfortable with**.
- The paper may want to send **a photographer** round to take a photo of you. (Note: If you have a hospital story, they will want to include your child in the photo.) Again, please only say yes to this if you are comfortable to do so.
- It's ok to ask the journalist when the story might appear. Please do let your ECHC contact know also so we can look out for it.

Template press release

Please amend the template below, replacing your own details with the prompt text in **[teal].** Make sure to delete any formatting/font instructions before sending to your local paper. Be sure to include a photo. One of yourself/your group in ECHC t-shirts always works well.

Local [man/ woman/person/group/company] from [location] will [insert activity] to raise money for seriously ill children

[Insert name/group/company], from [insert location] will [insert activity] on [insert date] to raise money for Edinburgh Children's Hospital Charity (ECHC).

Through [insert activity], [insert name/group/company] hopes to raise [£X] for ECHC, to help make time spent in hospital better for seriously ill children and their families.

[Insert name/group/company] was inspired to take on this challenge because [Insert additional details of challenge if applicable and/or if there is a personal reason for undertaking this challenge. For example, if a family member has used the hospital.]

[insert name] said: "[insert quote]."

ECHC works to provide seriously ill babies, children, young people and their families at Edinburgh's Royal Hospital for Children and Young People (RHCYP) with the extra support they need when facing a life-changing hospital visit.

Pippa Johnston, Deputy CEO at ECHC, said: "We are enormously grateful that [insert name/group/company] is taking on such an incredible challenge to ensure no child has to face hospital alone.

"Every single day, 500 children come through the doors of Edinburgh's children's hospital. Children tell us they're frightened; parents say they are sick with worry. We want to change this, to make things better.

"With the help of wonderful supporters like [insert name/group/company], we can make loneliness and fear in hospital a thing of the past, and give children and families the bright, positive experience they deserve."

To sponsor [insert name/group], visit their fundraising page online at [insert link]

[ENDS]

Social media

Another fast and free way you can promote your amazing fundraising is via social media. Be sure to choose the platform(s) you already use and have the most followers on. This will help you reach lots of people, without having to learn a new platform.

What should I post?

- Tell your story: Tell people what you're doing and why. Remember – anything you post is public so only share as much as you are comfortable with. If you're fundraising on behalf of someone who has a hospital story, ask their permission before sharing any personal details or images.

- Keep your followers updated: How is your training going? How much have your fundraised so far? Let people know how you are getting on and remind them they can support you by donating to your page.

- Our why: Share facts about ECHC, what we do and why you have chosen to fundraise for us. See 'About ECHC' page for inspiration.

Top tips for social media

- **Use high quality images and/or video:** High quality images/videos perform better on social media, so your post will reach more people.
- **Include people in images:** Likewise, images with people perform better. Remember to ask permission if you're sharing images of others. If under 18, make sure you have permission from a parent/guardian.
- **Post regular updates:** Social media moves fast! Not all your followers will see every one of your posts. Posting regularly helps you reach more people.
- **Keep it short and snappy:** You've got limited time to grab someone's attention while scrolling. Put the most important info at the top.
- **Link in bio on Instagram:** You can't include clickable website links on an Instagram post. Put your fundraising page link in your bio instead, then refer your followers to this in your post.
- **Tag us**: Tag us in your posts so we can respond and give you some kudos! We are **@echcharity** on all platforms.

Examples

Duloch Spiderman
30 July 2022 ·
I am so excited!!!
I will be making my way to Mount Everest Base Camp (altitude of 17,600ft / 5,380m) in May 2023!!!
I'm planning on taking the suit and wearing it where I can!
I climbed Mt Kilimanjaro back in 2016 and absolutely loved the challenge.
I will be raising funds for Edinburgh Children's Hospital Charity (just waiting on their approval!)
I cannot wait for this challenge!
https://gofund.me/816ced46
Mt. Everest - Base Camp 2023
You and 416 others
40 comments 13 shares

Liked by georgiajackson18 and 11 others
kayleighjtait 1 week tomorrow and I'll be running the London marathon! I've dreamt of this one for a looooong time.
My why I do it for @echcharity
"Running for a cause that's close to my heart! 🏃‍♂️💙 As a parent, I've witnessed firsthand the incredible support and care provided by our local children's hospital. They've been there for my son and our family during challenging times, and now it's my turn to give back. Every step I take during this charity run is to express my gratitude and help other families in need. Together, let's make a difference and support this amazing hospital! 🏥❤️
#RunningForACause #GratefulForSupport" #marathon @londonmarathon

The Leith Agency
31 May 2022 ·
Last Thursday, we splashed 🌊. Today, we've SMASHED our target and raised £2,732 for the superheroes at Edinburgh Children's Hospital Charity🎉
Can you help us make it to £3,000? Donate at https://bit.ly/Splash4Cash or scan the QR code.
PORTOBELLO
Twinned with
NEW ASGARD
1:18 / 1:38

About ECHC

Sharing facts about ECHC and what we do helps people understand our impact and why you have chosen to fundraise for us. Please use as much or as little as you need from our messaging below.

Our why

We are Edinburgh Children's Hospital Charity. We believe that no child should face hospital alone.

Every single day 500 seriously ill children and their families face a potentially life-changing hospital visit.

And every day they inspire us to make those visits as positive as possible. Our work is shaped by them; what they tell us and how they want us to help.

Alongside our wonderful NHS colleagues at the Royal Hospital for Children and Young People in Edinburgh we go the extra mile to make this happen.

Children tell us that coming to hospital can be frightening; they feel like they're the only one struggling. Parents tell us they're sick with worry; they feel no one else is going through the same. Facing illness, and its results, can be lonely and isolating.

We want to change this – to make things better. And with your help, your donation, your care and commitment, we can.

Today. Now. We invite you to join our movement to ensure no child faces hospital alone.

Act for the children in your community, in your city, for your hospital and for your family. Are you in?

Contact us

hello@echcharity.org
0131 668 4949
www.echcharity.org

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