

# Your fundraising guide

to taking on your own

# Gaming Event!



Hospice  
ISLE OF MAN



## Dear Supporter,

Thank you for taking part in your own gaming event. We think you are amazing!

You may have a number of reasons for deciding to request this fundraising pack but whatever it is, you'll be helping us to ensure Hospice Isle of Man is equipped to support patients to live well, their way, to the end of their lives. Without the wonderful support of people like you, we would not be able to continue to provide our services, free of charge, to our patients, their families or their carers.

Remember, we are here every step of the way, so please do ask us for any advice during your fundraising journey. Most importantly, have fun, enjoy it and aim high in raising funds to change the future of hospice care!

Thank you for everything you do as every penny raised, hour volunteered or service offered, makes a life-changing difference.

Good luck with your gaming event!

With very best wishes,

The Hospice Fundraising Team

**“Thank you for everything you do as every penny raised, hour volunteered or service offered, makes a life-changing difference.”**

**For further details please contact the Hospice fundraising team on 01624 647434**

# How your fundraising can help...



**£100**

provides 5 hours of  
Hospice at Home  
care

**£25**

provides a session  
of messy play for  
a child of Rebecca  
House

**£40**

provides 1  
complementary  
therapy

**£150**

provides a patient  
with a day in our day  
therapy unit

**£420**

provides a  
bed at Hospice  
for a day

**£1,000**

provides 50 hours  
of care from a  
registered nurse

**£10,000**

provides a place  
in our in-patient unit  
for a month

# Where to start?

## Livestream gaming marathon

This is the most common game-related fundraiser. A livestream gaming marathon is where you commit to playing for a continual period of time, whether that be as a team or by yourself, whilst friends and family across the world watch.

They can last as long as you want, but the longer you play, the better the return in fundraising. Some people even play for 24 hours! You can pick a game you love or one you've wanted to play for a while, the possibilities are endless.



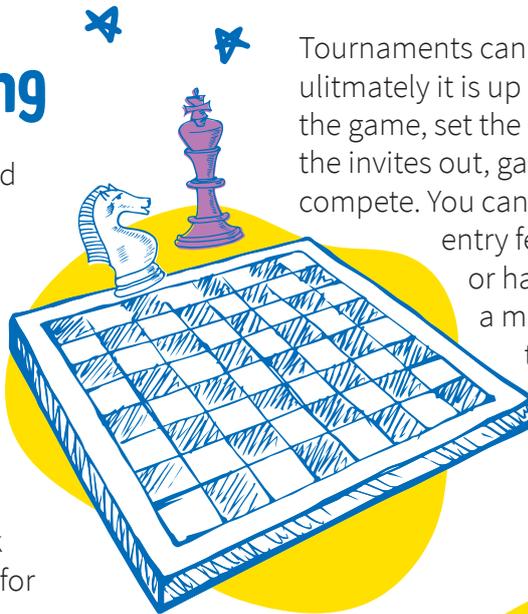
## Gaming tournaments

Gather your friends, family or work colleagues to enjoy a gaming competition with a great prize up for grabs. This type of gaming is perfect for family nights at your home or corporate team building days, whilst raising money to support hospice care on Island.

## Old school gaming

This is the simplest game-related fundraiser - hosting a board game event. Invite your friends and family to join you for an evening of much loved games, collecting donations in the process.

Classic games include scrabble, monopoly, chess and many more. Go all out and cook some food for them all to enjoy for extra donations.



Tournaments can vary in size but ultimately it is up to you. Decide on the game, set the rules and send the invites out, gathering teams to compete. You can charge a minimum entry fee per player/team or have each team meet a minimum fundraising target before they take part.

## Added extras to your event

To make your gaming event even better, why not add a few extra touches? You could bake gaming inspired treats such as Tetris cookies or Minecraft Rice Krispies Treats. Recipes can be found on JustGiving's website here

[www.justgiving.com/fundraising/ideas/gaming/fun-stuff/recipes](http://www.justgiving.com/fundraising/ideas/gaming/fun-stuff/recipes)

*Go all out and organise dinner and drinks to coincide with your gaming marathon - it's thirsty (and hungry) work!*

# Setting up and marketing your event

Setting up your gaming event is really easy. The first step is to set up your streaming platform. This is the platform you will use to play your game and promote to your friends and family.

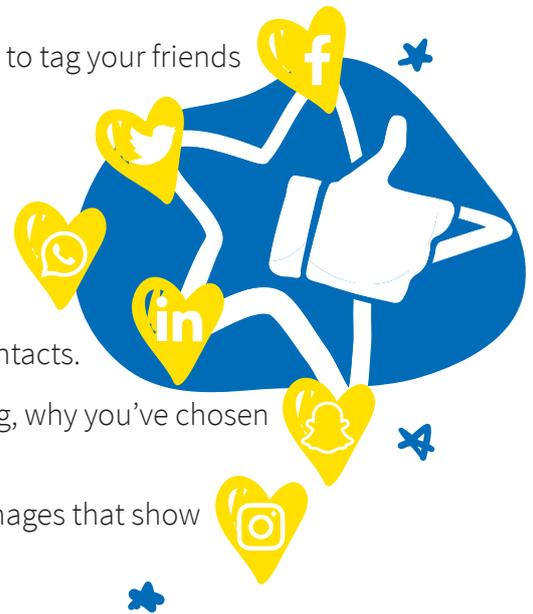
JustGiving have an easy to follow step by step guide on how to do this here [www.justgiving.com/fundraising/ideas/gaming/resources/how-to-stream-a-gaming-event](http://www.justgiving.com/fundraising/ideas/gaming/resources/how-to-stream-a-gaming-event).

It is then time to start organising your event and letting people know what you're doing. The more people you share your event with, the more funds you'll raise. You can share information from our website telling everyone about the work we do and why there support is so important.

## Social media

The best way to promote your event is via social media. Create an event on Facebook, share details to your followers on twitter or post information on Instagram. Whilst your event is going on, share updates of your progress with a link to your fundraising page to bring in those extra £'s.

- 1. Facebook** The most popular social media platform. Be sure to tag your friends and ask them to share too.
- 2. Twitter** Tweet to your followers, message celebrities and influencers who can help to ask for a retweet.
- 3. Whatsapp** The third most popular social media channel. Message your groups and ask them to help.
- 4. LinkedIn** Make sure to spread the word to all your work contacts.
- 5. Snapchat** Make a quick video explaining what you are doing, why you've chosen Hospice Isle of Man and how they can donate.
- 6. Instagram** Put your fundraising page in your bio and post images that show how your fundraising will help.



## Invites and posters

Send out invites and provide your workplace/school with posters publicising your event.

## Local media

Contact your local newspaper and let them know what you're doing. Gaming is an innovative fundraiser so they're bound to pick your story up. If you need any support with this please email [fundraising@hospice.org.im](mailto:fundraising@hospice.org.im)

# Suggested gaming events

## THE GAME **Fifa19/20**

### THE CHALLENGE...

Organise a tournament with friends and family with each participant being selected at random for the playing order. The winner receives a prize. Be sure to share photos, videos or even stream the event live to everyone you know to maximise your fundraising.



## THE GAME **Fortnite**

### THE CHALLENGE...

Fortnite is the second most streamed game on streaming platform Twitch, so this is sure to be a success. Aim to play continuously, as a team or individually, for a whole 24 hours. 24 hour marathons are extremely popular ways to fundraise.



## THE GAME **Minecraft**

### THE CHALLENGE...

Play minecraft like normal but everytime you 'die', you or one of your supporters must donate at least £5 to your fundraising page for you to return to playing.



# Top tips for online giving



Online giving sites can be a fantastic tool for raising sponsorship. They are simple to set up, easy to personalise and provide a secure way for your family and friends to donate to Hospice Isle of Man. Donations made towards your sponsorship target will be sent to Hospice Isle of Man, so you won't have to chase your supporters for their sponsorship pledge once you've completed your gaming event!

## If you haven't set up your online giving page yet, why not do it today?

**JustGiving** offers brilliant features, and our top tips can help you to ensure that your page is looking its best. It's simple to personalise your page and make it entertaining for your family and friends:

- **Add photos and videos** - your family and friends will love to see you preparing for your event!
- **Set a fundraising target** - so that people know how much you're hoping to raise to support our work.
- **Add a story** - why have you decided to host a gaming event? How will you prepare? Why is hospice care important to you? What does the support of your family and friends mean to you? Be passionate!
- **Update your page regularly** - let your family and friends know how you're getting on.
- **Add the money you've raised offline** - so that you can track your fundraising progress.
- **Tell everyone about your page** - don't be afraid to ask people for their support, and be prepared to keep reminding them!
- **Use social media to spread the word** - why not add photos and videos, and update your Facebook status to remind family and friends about your online-giving page? It's also a nice idea to thank those who've sponsored you via Facebook and Twitter.
- **Keep fundraising after your event** - around 20% of donations made via JustGiving come in after the day of the event.

# Keeping your fundraising safe



We want everyone who gets involved raising funds for Hospice Isle of Man to have a great time, but we also want them to be safe. We know this is important to you too, which is why we're on hand to advise you about health, safety and safeguarding ahead of a fundraising event or activity. Simply pick up the phone! You can also get advice from our local authority or by viewing the Isle of Man Government event and leisure safety guidelines.

## Here are our top tips for keeping your fundraising safe and legal:

- **SOCIAL DISTANCING** - Please observe any social distancing rules that may be in force at the time of your event.
- **RISK ASSESSMENT** - A risk assessment is nothing more than a careful examination of what could potentially cause harm to people. We'd advise you to complete a risk assessment early on in your planning, to ensure that you have proper plans in place to keep people safe.
- **INSURANCE** - Whilst we appreciate your support, Hospice Isle of Man cannot accept liability for any fundraising activity or event you undertake on our behalf. As an event organiser, you're responsible for ensuring that your fundraising event complies with the law. If your event is open to members of the public, you may need to consider arranging public liability insurance, which will protect you against claims made by third parties for injury or property damage.
- **CHILDREN** - Of course children should be allowed to enjoy fundraising events too! However they should have permission from a parent or guardian before taking part, and should be properly supervised throughout.
- **COLLECTIONS** - If you want to collect on private property, you should get written permission from the owner of the premises.
- **PUBLICITY MATERIALS** - If you'd like to use the Hospice UK logo on any publicity materials for your fundraising, we'd be happy to send you a JPEG file. However, it's important that you make it clear on publicity materials that you're not representing Hospice UK; rather that you're fundraising in aid of Hospice Isle of Man. – Hospice UK to Hospice Isle of Man.

# Returning the money you've raised

## Thank you for your fantastic fundraising efforts

The money that you've raised will enable us to continue to support our patients to live well, their way, until the end of their lives.



### If you've been raising funds online

If you set up an online giving page and have been raising your sponsorship online, Hospice Isle of Man will already have received your sponsorship money through your online giving provider.

Your online giving page is likely to remain active for 2-3 months after your event. To extend the life of your online giving page, simply log in to your account and edit your preferences – this will give you a little more time if you hope to do a final fundraising push!

### If you've collected money

Transfer your sponsorship money directly in to Hospice Isle of Man's bank account.

- Please be sure to use the payment reference YOUR SURNAME – YOUR EVENT so that we know that the money is from you!

Our account details are:

**Account name:** Hospice Care

**Account number:** 50496006

**Sort code:** 20-26-74

### Final reminder...

Many companies support their employees by offering matched funding. Get in touch if your employer would like to make a donation to support of your fundraising efforts!





Please return your completed form to

**Hospice Isle of Man**  
Fundraising Department  
Hospice Isle of Man  
Strang  
Douglas, IM4 4RP

## SPONSOR FORM

What did you do to raise money?	
Details of fundraising	
Date of fundraising	

Details of person being sponsored	
Address	
Postcode	
Email	
Phone	
We would like to keep you informed about our vital work and fundraising activities, if you wish to receive this Information please let us know by ticking this box. <input type="checkbox"/>	

How to send in your money
<ul style="list-style-type: none"><li>Cheques made payable to Hospice Isle of Man and sent to: Hospice Isle of Man, Strang, Isle of Man, IM4 4RP.</li><li>We accept all major debit and credit cards. Call <b>01624 647434</b> to make a payment.</li></ul>

Hospice Isle of Man is the only provider of specialist palliative care in the Isle of Man and over the last 35 years we have developed innovative ways of extending our care beyond the building so that you and your loved ones have more choice in how you live, and where you receive end of life care when the time comes.

Whether you are a patient, family member, friend or carer, we will be here as long as you need us. We will make sure that you have confidence in moving forward, equipped with skills that will stay with you for life to support you to live well, your way, to the end of your life.

How your support can make a difference
<ul style="list-style-type: none"><li><b>£100</b> provides 5 hours of Hospice at Home care</li><li><b>£150</b> provides a patient with a day in our day therapy unit</li><li><b>£420</b> provides a bed at Hospice for a day</li></ul>



# We're raising money for Hospice Isle of Man Help us to make a difference.

## We're here to help

Please don't hesitate to get in touch if you need any additional information.  
We look forward to hearing from you!

Hospice fundraising team

Tel : **01624 647434**

Email: **fundraising@hospice.org.im**

 @hospice.iom  hospiceiom

## Thank you for choosing to fundraise in aid of Hospice Isle of Man

I .....

am taking part in my own gaming event  
for Hospice Isle of Man and raising

£ .....

I'll be doing this on .....

and would love your support



**Hospice**  
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Hospice Isle of Man is also known as Hospice Care,  
a registered charity in the Isle of Man Number 317.



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[hospice.org.im](http://hospice.org.im)

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