Firstly a big thank-you from all at St Elizabeth Hospice for getting involved with RideFest - our 30 minute team static cycle challenge designed to pit local businesses against each other while raising funds to support the vital work of St Elizabeth Hospice.

**Why get involved with RideFest?**

There is no escaping it, death is a reality. It’s devastating and heart-breaking but we believe that the real tragedy is life not lived to the full. At the end of the day we are interested in making the life people have remaining to them as rewarding and worthwhile as possible.

And so our work is about restoring hope, easing pain, giving life purpose and making life liveable. That’s where you’ll find us, helping our patients live the lives they choose for as long as they can.

**Think about what will make your RideFest a success.**

Aside from cycling the fastest and furthest think about other activities you can do and:

- Who will be involved - staff / colleagues / clients / customers
- Where and when will the activities take place
- Where you can promote it (see ideas below)
- How you can make the most money possible

**Don’t forget the spectators...**

Why not encourage the team to come and support the cyclists by spectating and raising some further funds with a:

- Spectator bake sale - why don’t you hold a bake sale with cakes and refreshments for the spectators, and a much needed energy boost for the bikers
- Sporty dress down day - encourage staff to swap their suits / corporate wear for a sporty attire
- Raffle / tombola - a chance to win a range of prizes including some sporty ones (why not try your local gym / health club to see if they will donate a prize)
- Auction - these can be run online or within your office and the key to a successful auction is to have a great selection of prizes
- Sports quiz - either an event held locally for staff and their friends and family or a hard copy entry form with a fixed entry fee

**Don’t forget to:**

Get sponsorship either for your 30 minute cycle or per km cycled!

- Circulate the enclosed sponsorship form
- And / or a link to a dedicated JustGiving page which you can set up at: www.justgiving.com/stelizabethhospice

**Make every £ count**

- Gift aid it - for every pound donated by an individual HMRC could give us 25p at no cost to them - so effectively for every £1 your friends, clients, colleagues sponsor you the hospice can receive £1.25. Please make sure they provide their full name and address and tick the gift aid column on your sponsorship form!
- Match-fund it - many companies offer employees the chance to boost their fundraising efforts by ‘matching’ the money they raise and you could increase the amount of cash you raise for RideFest by double.
How to get the most out of your RideFest

Put the fun into fundraising and involve everyone in your team

• **Set a target** - either for individuals involved or your team as a whole. So we are asking companies to aim for £450 in total which includes your £99 registration fee but of course the sky’s the limit!

• **Encourage others** - have competitions to encourage individuals or teams within your workplace to join in your fundraising activities - best cake at the bake sale, sportiest dress down outfit, fastest cyclist, biggest fundraiser etc.

Social media activity

• Announce what you’re doing before, during and after RideFest. Be sure to include #RideFest on all your social media (Facebook, Twitter, LinkedIn and Instagram). Where possible include links to the hospice website stelizabethhospice.org.uk

• Where possible make your message shareable - people will only share the post if they deem it has value so with this in mind create your post so that your followers want to be part of the solution

• Share at the right time - think about when your followers are most likely to be online and schedule your posts accordingly to ensure they see them and have the opportunity to engage

Press activity

• Contact the news or features editor at your local paper; radio station, TV etc. and tell them about what you’re doing during RideFest. Remember to make it stand out as we have lots of people taking part!

• Remember when writing a press release to include the what, where, when, why and how

• **Tell everyone!**

  Be sure to publicise your involvement with RideFest - the more you talk about what you’re doing the more awareness there will be and hopefully the more donations and support you will receive.

We recommend that you:

• Put your press release in the body of your email (not as an attachment)

• Include a good photo (with caption information) with subtle company branding - a strong image will make your story stand out

• Provide your contact details in case the journalists want to follow up

• Follow up with a call to the person you sent it to to confirm they received the release and whether they require any more information

Finally...

• A thousand thanks - Be sure to thank everyone that took part in your event and where possible tell them what you raised. There’s even a certificate to download from our website.

• Your donation - All donations, detailing your company name and the reference RideFest should be sent to: RideFest Fundraising Team, St Elizabeth Hospice, 565 Foxhall Road, Ipswich, IP3 8LX. Please make cheques payable to St Elizabeth Hospice but please do not send cash through the post. If you need for us to collect your donation, please contact a member of the team on 01473 723600 or email corporateteam@stelizabethhospice.org.uk