



• **HOST YOUR OWN** •

**VIRTUAL**

**FUNDRAISING  
EVENT**

— **FOR ST LUKE'S** —

**A SHORT COLLECTION OF  
TIPS AND TRICKS FOR FUNDRAISING ONLINE**

# HELLO!

Thank you for choosing to virtually fundraise for St Luke's Hospice Plymouth. We are super thankful for your efforts and are proud to be able support you, supporting us and to showcase the best of our community.

This pack will include St Luke's information, facts and figures, that you may want to use for your virtual event. We know some of you are very fluent in virtual events and the language of video, however, this pack also includes some vital pointers on going 'live' on Facebook - please use these to guide your livestream and boost donations, where appropriate.

If anyone can do it, YOU can. So, a massive thank you, once more.

**IF ANYONE  
CAN DO IT,  
YOU CAN**



## BEFORE YOU GO LIVE...

Think about what you want to say in the text that accompanies your Facebook Live, so you can just 'copy and paste' it on the day. Here's some examples...

Proud to be fundraising vital funds for St Luke's Hospice Plymouth.

Today we are...

Please help us raise money for our wonderful local hospice. Click the donate button or donate via [stlukes-hospice.org.uk/donate](https://stlukes-hospice.org.uk/donate). Let us know you have donated by commenting below. Thank you for tuning in!

## HOW TO GO LIVE & ADD A DONATE BUTTON

1. First and foremost, decide if you'd like your video to be **landscape or portrait**. If it's landscape (that's what we'd recommend!), ensure your phone's portrait orientation lock is off. This way when you get onto setting up your live, your live will autorotate to a landscape orientation when you turn your phone.
2. Next, we'd recommend popping your phone on **'do not disturb' mode**. This will stop texts, messages or calls from disrupting your broadcast.
3. Open the Facebook app or webpage.
4. Click **'live'** featured under the **'what's on your mind?'** box (or under the 'create a post' box if you are starting from your company page).
5. Your camera should now have opened. Here you click the three dots in the top right corner and then **'add donate button'**.
  6. Search **'St Luke's Hospice Plymouth'**. Please note, there are a number of 'St Luke's Hospices' in the UK and we are not affiliated with them. By selecting the wrong hospice, **your money will go to a different charity** and our patients will not benefit from your hard work!
7. Once this is complete, you can tap **'tap to add a description'**. Here you may want to add a description of your fundraiser and why you chose to support St Luke's.
8. You're all set up! Now just turn your phone to the desired orientation and mount your phone somewhere secure. Check your happy with what you can see.
9. Press **'start live video'** and get in position and have fun!
10. After your Facebook Live has finished you will be given the option to **save to your timeline**. We'd recommend this as it will ensure more people see your fundraiser.

# TECH TIPS & HANDY INFO

## OUR TAGS FOR SOCIAL MEDIA

**@stlukesplymouth #stlukesplymouth**

In order for us to see your posts we suggest you use our '@' as we will get a notification when you use it. You can also use #stlukesplymouth but we will be more likely to see things with @stlukesplymouth!

- Place your phone or device on a sturdy surface that is at eye line level. You don't want to be looking up or down to camera.
- Check you are happy with the background of your video, ensure no personal photos are on display, there is no reflection in glass/mirror or a very bright window that will distort the lighting levels.
- If using a phone or tablet? The phone mic is not very powerful. Don't stand too far away. Is the room 'echoey' with a hard floor? Could there be an alternative location?
- Don't post anything 12 hours after your Facebook live. Facebook will prioritise your most recent post and more people will see it!
- Think about what your audience will want to see and what they will relate to. This way, you'll get more people engaging with your fundraising.
- Encourage your Facebook friends to share the 'live' to their timelines and create mini watch parties – this will increase your exposure and therefore potential donations!
- It can sometimes take 5 or 10 minutes to reach your potential audience. Try not to launch straight into your best content, use the first few minutes to pad/fill until your audience connects and builds.
- You will have a new audience joining (and leaving) all the time throughout your broadcast. Best practice is to repeat regularly who you are and what you are doing. Perhaps a regular re-cap. It will feel odd to you but try to think every 5 minutes there is a group of new people who have joined that haven't a clue what you are doing.
- Remember this is a fundraising event, so encouraging and thanking for donations is all part of the broadcast. Why not set yourself a fundraising target? Or perhaps have some friendly rivalry and encourage your viewers to raise more than the Facebook Live that broadcast before you.
- You can even drop in some of our 'quick facts' to ensure your viewers really understand why we need their support!
- £30 would provide an hour of our nurse's care.
- £120 would provide a home visit from one of our nurses.
- £900 would provide a full package of care at home for a family.
- These financial milestones will help your viewers understand the difference they are making.



# ST LUKE'S FACTS & FIGURES

- The majority of hospice care is provided at home. Only 5% in a traditional hospice building.
- St Luke's is more than just cancer, they provide care for any terminal diagnosis (heart failure, motor neuron etc).
- St Luke's is more than just the city of Plymouth, they deliver care across the South Hams, Dartmoor and down to East Looe in Cornwall.
- St Luke's are caring for an average of 300 patients at any one time.
- St Luke's cost £10million to run each year, only 23% is funded by the NHS. The majority of financial support is provided by our generous community.
- It costs on average £900 to provide a full package of care for a family at home.

# LET US KNOW HOW WE CAN SUPPORT YOU

We will do all we can to support the promotion of your event. Depending on the nature of your fundraiser, we can even use our social media channels to further advertise your online event! As is the case in most charities, we cannot use our channels to promote any event that in anyway could be classed as 'not family friendly' including live-streaming adult-rated media, or any event that promotes dangerous or harmful activity.

## FREE FUNDRAISING ASSETS

You can access a wide variety of downloadable and customisable assets like social media posts at our online Fundraising Hub at [stlukes-hospice.org.uk/fundraising-hub](https://stlukes-hospice.org.uk/fundraising-hub).

## GET IN TOUCH

Want to speak to a member of our Fundraising Team for advice or guidance? We want to hear from you! Use any of our contact details below, and we'll get back to you during our working hours.

✉ [info@stlukes-hospice.org.uk](mailto:info@stlukes-hospice.org.uk)  
☎ 01752 492626

**GOOD LUCK,  
AND HAVE  
FUN!**

