



36 hours. Double your impact.

Champion

Frequently asked questions

Thank you for joining us as a Champion and helping us Raise the Roof for our 36-hour giving campaign to help complete THE BUILD.

This document is here to guide you through everything you need to know, what to do, when to do it, and how your support will help us raise an incredible £360,000 in just 36 hours. Together, we can finish THE BUILD and create a hospice that will support children and families for generations to come. Let's do this!

Got any questions?

Please reach out to us on 01937 844569 or email us at getinvolved@martinhouse.org.uk

Martin House
Children's Hospice

HARIBO

Three key features of the Raise the Roof campaign:

It's a time-limited campaign.

We aim to raise our target of £360,000 across 36-hours using a platform by 'Charity Extra', which has been tried and tested and has helped countless charities to raise essential funds.



It's a 'matching' campaign.

This means that generous donors have kindly agreed to match each donation we obtain from the community on the days of the campaign. In other words, every pound is doubled.



It's a crowdfunding campaign.

We all have family, friends, and colleagues who care and who will be ready to contribute once they understand the need and the impact of their support. Every donation, whether large or small, plays a vital role. Together, the power of a few generous gifts combined with many heartfelt contributions will help us reach our goal and make a real difference.

Frequently asked questions:

Why do we need this campaign?

This will be the last push to raise the much needed funds to complete THE BUILD. Every pound donated will help us transform the hospice for children with life-shortening conditions, and their families. Your support will help create a space that will change lives for generations to come.

When is the campaign taking place?

The campaign starts at 8am on Sunday 28 September and ends at 8pm on Monday 29 September.

How does it work?

Each team will have a personalised page (under our own wider campaign page) on the Charity Extra website. You will get your own link to your personal page, which you can forward to your contacts/ potential donors via text message, WhatsApp, social media, or email, making it super-easy for them to donate to your cause at the click of a button.

As you contact your list of potential donors, you should hopefully start to raise some money and you can view your incoming donations in real time on your page. The main campaign page displays the overall information about the fundraising campaign, including amount raised and the remaining time we have left to hit our target. Everything is updated live on the website as the two days unfold.

Do I need to do anything in order to set up my page?

No, your page will be set up for you. You don't need to do anything unless you want to add any personalisation, such as videos and pictures or any personal messages about why Martin House is important to you.

Who would we contact for donations?

Anyone and everyone. Your neighbours, friends, family, co-workers, your boss and more.

But many of my contacts have already been approached for donations by other fundraising campaigns - will they really want to donate to my cause?

Yes. They will not necessarily be donating for the cause itself, but simply because you have a personal connection with them, and it is you who is asking. The cause is sometimes a secondary reason for donating.

Will you supply me with wording for a text, WhatsApp message or email?

Yes. An example or two will also be sent to each of you (together with your personal links) as the campaign goes live. These can and should be edited as you see fit.

Can't I just forward the example message you send me?

If you are short for time, yes. However, we recommend personalising the message to your recipient by addressing people by name and including 2-3 short lines about why this cause is so important to you before asking them to donate.

Can I phone my contacts to ask them to donate?

Of course you can, phone calls can be very powerful and are of course more personal.

I'm nervous about contacting people to support my fundraising.

Don't worry, once you get started and have contacted a few people, you'll be surprised to discover that it's easier than you think. You can always start off by setting your target lower and consider raising it if you hit it. You can also build confidence by reaching out to your most likely donors first. It is not as daunting as you think, and the Martin House team are all on hand to help you through the two days.

Will there be anything that I can share with my contacts?

Yes, absolutely. We have created a campaign video, social media graphics and we'll provide some example wording for you to use.

When will I get my personal page link?

All links will be sent out by Charity Extra, around 48 hours before the start of the campaign.

Why can't we start sending our link out now?

The campaign is not yet live and therefore it is not possible to make a donation on the online platform.

Can Gift Aid be claimed on a donation?

Yes, as long as the donor is eligible and has completed a Gift Aid declaration. There will be a tick box on the donation form for those that wish to apply Gift Aid to their donation.

Can people also donate with cash, cheques or bank transfer or is it only via the Charity Extra website?

Yes, you can accept cash, cheques and bank transfers from people. These are called 'offline donations' and you will need to contact one of the Martin House team (this must be done during the campaign itself) to have them added to your page.

Cheques/vouchers should be addressed to:
Martin House Children's Hospice

The charity number is: 517919

The correct account details for direct bank transfers are as follows:

Bank: Barclays Bank plc

Branch: 25 James Street, Harrogate HG1 1QX

Sort code: 20-37-13

Account name: Martin House Income

Account number: 83306801

So that we may identify your deposit, it would be helpful if you could use an identifiable reference or send a remittance advice by emailing your contact at Martin House.

Will I be notified every time someone donates to my page?

Yes, you will receive an email notification for every donation you receive. You will also be able to send them a public 'thank you' or reply to any messages they leave with their donation.

Who do I contact with any questions during the campaign?

You will have an assigned Martin House contact whose details will be shared with you in your Champions welcome pack. If you need additional support throughout the campaign, please call 01937 844569.

What do I do now?

1

Set yourself a goal.

You will be a lot more successful if you set yourself a personal fundraising goal for the campaign.

2

Make a list of your potential supporters.

This can include family, friends, neighbours, coworkers or business connections. Spread the word, the more people who know the better.

3

Once you receive your personalised link, send it on to your contacts.

Use your contacts on WhatsApp, text, email, social media and watch the donations flow in. Remember, personalise the message if you can. Share why Martin House is important to you.

4

Thank your supporters.

It's really important that you don't forget to thank them. You can reply via the button in the email (this reply to them will be publicised on the website) or by contacting them directly yourself. Make them feel appreciated.

