Fundraising Toolkit - 8 October 2021

How to use #HatsOn4CPC - on 8 October - to raise funds for your hospice and palliative care services.

This is an annual day of action to celebrate and support children’s palliative care around the world. It is an excellent opportunity to launch your fundraising efforts, capturing the energy and interest around this worldwide event, and using the free-to-download graphics, branding and messaging to make your campaign stand out.

Traditionally, #HatsOn4CPC fundraising events would involve getting people together for face-to-face events to raise much needed money for your organisation and raise awareness of what you do.

Over the past 18 months, COVID-19 has brought as many challenges to fundraising efforts as it has delivering palliative care. The continuing uncertainty of COVID-19 is making planning challenging. However, COVID-19 and lockdown have provided a good opportunity for online fundraising and digital engagement, as people working from home, often spending more time on social media platforms.

Building on the strength and ingenuity many of you used last year in the pandemic, here are some of the ways you might consider some tips to make your fundraising efforts successful.

Here you can find over 40 ideas to choose from. Fundraising Ideas.
Remember to always adhere to your local health guidance when fundraising during a pandemic.

1. Virtual walk, run or climb
2. Set up a Facebook fundraiser
3. Online auction
4. Hold a non-uniform school day, or dress down day for work
5. Use your crafting or hobby skills
6. Use our birthday or celebration date (see Facebook Fundraiser link above)
7. Sweepstake
8. Bake
9. Quizzing
10. Make a virtual wish-list on a platform like Amazon
11. Sign your organisation up to Amazon Smile

Crowdfunding: You may like to look at this as part of your fundraising activity. Look at various platforms – each with a potential to reach out, engage and replicate successful crowd funding projects.

- [Crowdfunding platform India](https://www.devex.com/)
- [Global giving crowd funding live fundraising list of projects](https://triple-funds.com/)

Sites you may like to use:

Devex: [https://www.devex.com/](https://www.devex.com/)

Triplefunds: [https://triple-funds.com/](https://triple-funds.com/)

And finally...

Don’t forget to register your event on our [Global Impact Map for #HatsOn4CPC](https://www.devex.com/). Share your fundraising ideas and successes on social media. Remember to tag us in so we can share them with our wider network. Tag us on Facebook at @ICPCN and on Twitter @ICPCN using the campaign hashtags:

- #HatsOn4CPC
- #HatsOn4CPC21