

Peel Tower Abseil



RESOURCE PACK

Peel Tower Abseil



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Peel Tower Abseil



Introduction

- The Peel Tower Abseil 2019 in aid of Bury Hospice is scheduled for **Saturday 13th of July 2019.**
- The abseil will take place during the course of the afternoon and early evening and we will inform participants of their scheduled rope times in the week leading up to the date of the abseil.
- The Abseil provider Bury Hospice will be using is a company called Alternative Adventure who are a very experienced outdoor activities service.
- You will find on the following page a **disclaimer form that needs completing and returning to the Hospice ahead of the abseil.** Please note that without this form being signed, a participant will not be permitted to undertake the abseil. On completion the form needs to be returned to the following address: Fundraising team, Bury Hospice, Rochdale Old Road, Bury, Lancashire, BL9 7RG.
- Within this form is a question around your T-shirt size as every participant is entitled to a Hospice T-Shirt on arrival. Moreover, participants will need to be dressed in suitable clothing and footwear for the outdoors.
- As part of this challenge, each participant has committed to raise at least £50 in sponsorship. The fundraising team can help you achieve this figure and advice can be sought by contacting Ellen at fundraising on: 0161 797 1748 or ellenfitzmartin@buryhospice.org.uk.
- In this pack is information about setting up an online fundraising page. The **Hospice has set up an overarching campaign page** on the Just Giving fundraising website and would prefer a participant to connect to it. The guidance around how to do this and how to maximise an individual page's fundraising potential is included in this pack.
- You will also find a generic sponsorship form that has been customised for this abseil activity.
- For anyone who raises £1000 or more, they will be eligible for a heart on the mural wall which is located near to the Main entrance within the Hospice. For more details, please contact Ellen.

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Waiver form

Name: _____

Address: _____

Postcode: _____

Telephone no: _____

Email address: _____

Date of Birth: _____

T-shirt size: _____

HEALTH (please give details of any medical conditions or significant disabilities):

Name, address & telephone number of a person we can contact in an emergency:

I understand that whilst every care is taken, Alternative Adventure Outdoor Activities Service will not be responsible for any injury, damage or loss whatsoever, unless caused by proven negligence.

Signed: _____

Date: _____

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Online giving advisory

Here is a guide for those of you who want to opt into online fundraising for their participation in the Peel Tower abseil (in addition or separate to conventional sponsorship forms).

Although you can use any of the online giving platforms, the Hospice has set up a specific fundraising campaign page for the Peel Tower Abseil 2019 which any participant can connect to – **please be aware an already established page cannot be connected back to this new abseil campaign page.**

Once a new page is set up, there then follows some tips on how your page and online presence can be enhanced to increase the level of donations.

Sign up

As already mentioned, the preferred online fundraising website from which to form a page is Justgiving. The website address for Justgiving is: <https://www.justgiving.com/peeltowerabseil19>

When you arrive at the homepage you will see on the RHS of the top headline bar the option of '**signing up**' or '**logging in**'. When you click on sign up, this will allow you to either create your own personal account or log in through your Facebook page. It is entirely up to you how you want to proceed with this.

Setting up the fundraising page

Once you have created an account (or you have signed in) you will see at the top of the homepage a search window. In the search window type in the words '**Bury Hospice Peel Tower Abseil**' and this will bring down a list of charities and below this a list of campaigns. Under the campaigns you will see the 'Peel Tower Abseil 2019' page listed, which you **should click and this will direct you to the campaign page which has been set up.** If you scroll down, on the RHS of the page you will see another orange button with the text 'start fundraising' and this is the entry point to start the set up process.

Once this is clicked you will be led to a new page which gives you several fundraising options: **here you want to choose the 'taking part in an event' option on the LHS of the page.**

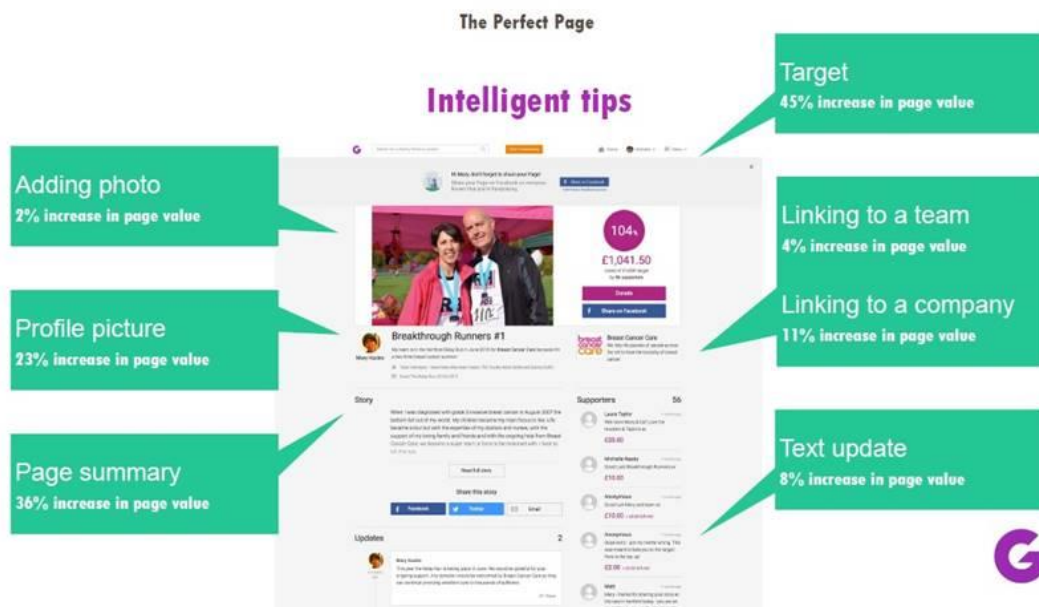
You will then be asked how you are raising money and you will see an entry for the 'Peel Tower Abseil 2019' event. By clicking on this it will give you access to the final menu. Here there will be two questions which you should tick as 'no' (as the donations you receive should be eligible for gift aid).

At the bottom of the page is a **blue button which prompts you to press to allow Justgiving to create your individual, customised fundraising page**. This is only the start of the journey though and you still have some work to go through before you arrive at your final fundraising destination!

Editing your fundraising page

The individual, customised fundraising page Justgiving has set up for you as a ‘Peel Tower Abseil 2019 in aid of Bury Hospice’ participant is now your very own online collection bucket for friends, families and supporters. At the top of the page you will notice a **blue button with the word edit displayed**. By clicking on this button it allows you to start to build and continue the customisation of your individual page the way you want it.

As you will see below, there are ways in which you can build your page which allows you to increase the way your supporters browse the page and ultimately donate. The below graphic will explain some of these tips:



- **The main photo** adds colour to the page and interest and, of course, you can select one you think would be appropriate.
- **The profile photo** identifies the page as yours, so supporters know it is genuine.
- **The story** is your opportunity to provide some narrative around the motivations behind your involvement in the ‘Peel Tower Abseil’ challenge.
- If you add a **text update** it arouses interest in what messages your supporters are saying and also encourages others who recognise the posters who have already contributed.
- You can **link to the ‘Peel Tower abseil campaign’** and to the Hospice. Our campaign page is located at: <https://www.justgiving.com/campaigns/charity/buryhospice/peeltowerabseil19> and if you can connect it will provide interconnectivity between individual fundraising pages and the general campaign page, which can only be of mutual benefit to all.
- The **target is quite compelling**, so you could insert a target of, say, £100 to generate further awareness and financial help.

Any queries you have on the above, just drop Ellen Fitzmartin at Bury Hospice’s fundraising team a line at: ellenfitzmartin@buryhospice.org.uk or ring on: 0161 797 1748.



Peel Tower Sign-up Form

Please confirm your participation by filling in the form below and returning to the hospice along with a £20 deposit per person to cover registration fees. Please note participation also involves a commitment to raise a minimum of £50 per person in sponsorship for Bury Hospice. If participating as a group please send all registration forms together.

Event Information			
Event Name	Peel Tower Abseil 2019		
Date	Saturday 13 th July 2019	Time	TBC
Location	Peel Tower, Holcombe Brook, Bury, BL8 4NR		
Coordinator Information			
Name	Ellen Fitzmartin		
Phone	0161 797 1748		
Email	ellenfitzmartin@buryhospice.org.uk		
Participant Information			
Title		Full Name	
Phone			
Email			
Address			
Post Code		Age	
Just Giving Page Link	www.justgiving.com/		

