

# Dorothy House Running Guide



## Thank you for making a difference

Dorothy House covers an area of around 800sq miles and the majority of our care is provided in people's home or in community settings. We are mostly funded by the communities we serve - for every £1 of funding we receive from the NHS, we have to raise £4 ourselves. That means that every runner who is fundraising for us is vital to helping us deliver our services.

## Training is key...

Give yourself plenty of time to train for an event. Not doing this can make it a lot harder on the day and could result in injury. Having a plan in place, based on the advice from experts, will help you build up to the race gradually and safely. Choose one that suits your level and try to stick to it!

## Things to remember



**Name** - write your name on your vest/T-shirt. Those personalised cheers from the supporters along the route give a real boost when you need it.



**Info** – don't forget your race number, course map, information and race chip (if you get one). You can't get far without these!



**Men** – bring plasters or Vaseline to help stop your nipples chafing.



**Safety pins** – have your own set to attach your race number.



**Sun cream** – it may get hot and sunny at the event.



**Water/energy drinks** – it's important to keep hydrated on the day.



**Snacks** – e.g. bananas, chocolate etc but don't eat anything you haven't eaten before/ aren't used to.



**Routine** - on race day don't do anything different to your normal pre-run routine. Training is all about preparing the body and mind to achieve what it understands.



**Trainers and clothing** – ensure that you wear trainers that are properly worn in – never wear brand new shoes. Also make sure you've worn your clothing before (to avoid it rubbing).



**Spare clothes** – to keep you warm after the event.

## Send us your photos!

We love to hear how you got on with your run so please e-mail us your photos! Please also let us know how you found the experience and any stories from your day. With your permission, we can also use these on the news section of our website, social media, newsletters and for future press and publicity. Email your story and photos to [community@dorothyhouse-hospice.org.uk](mailto:community@dorothyhouse-hospice.org.uk)

## Make the most of your fundraising

By choosing to compete in a running event, you've already set yourself a huge challenge – but your other big challenge is to raise vital funds for Dorothy House. Luckily, we're here to help you every step of the way!

We have various resources available for fundraising activities. If you're planning to hold an event to raise sponsorship or get the word out about your upcoming run, get in touch with us to find out what banners, flags or donation collection boxes we have for you to use.

## Setting up your online fundraising page

Dorothy House is signed up with [Enthuse](#) and [JustGiving](#). Setting up an online page is a fantastic additional resource to paper sponsorship forms, as it enables you to send the link to friends and family on social media. Enthuse also has a Dorothy House team page so you can see how your event team is doing!

Create your page early, personalise it with your story and photos and make sure you give updates on your training progress.

### Top tips!

#### Set a fundraising target

- This can increase donations by 45% as people want to help you reach your goal (you can always increase your target if you exceed it!).

#### Be social media-savvy

- The use of social media channels offers a fantastic opportunity to maximise your fundraising potential.

#### Use a mobile app

- Embrace fundraising on the move! If you're using JustGiving, you can download the JustGiving app, which raises 19% more than those who don't use it.

#### Tell everyone about your page

- E-mail/text your page link to friends, family, work colleagues, friends overseas etc, making sure to personalise your message in an engaging way. Add your link to your e-mail signature to raise awareness of what you are doing.



## Fundraising offline

### Paper sponsorship forms

- Make sure you ask all of your sponsors to fill in each column of the form in their own handwriting and tick the Gift Aid box if they are a UK tax payer. Dorothy House can claim an additional 25% on top of the donation at no extra cost.

### Get started early and be passionate!

- Start fundraising as soon as possible and make sure you keep your sponsor form to hand at all times. Let people know why you're running for Dorothy House.

### Are you sponsored out?!

- How about holding an event to supplement your fundraising? You could hold a quiz night, cake sale or a raffle at an existing event. The sky's the limit and it'll save you having to ask people for money.

### Publicise your fundraising

- Ask your employers to feature your page on their intranet or magazine and also put a link from their website to yours. Find out if your employer also offers a matched funding scheme. Put up posters in your gym, workplace, school or similar.