



 **24 HOUR
challenge**

**May
2021**

**Participant
Pack**



#24hourchallenge

24hourchallenge.org.au

Proudly supported by:





Thank you

Thank you for making a move and raising funds for sick kids in 24-hour hospice care. We are so excited to have you on board, getting active for a great cause!

This year marks the 10th anniversary of the 24 Hour Challenge! Thanks to the generosity of our corporate and community supporters, the 24 Hour Challenge has raised over \$5.5 million for sick children since it commenced in 2012.

Very Special Kids is the only children's hospice in Victoria, offering families access to planned or emergency respite, and end-of-life care for children with life-limiting conditions. Support from our community helps to ensure that Very Special Kids can continue providing 24-hour specialist care to seriously-ill children and their families for generations to come.

From a Very Special Mum

“

Each time we go in for respite, Olivia is all smiles, the enjoyment and expressions on her face is a pleasure to watch.

Before our involvement with Very Special Kids, we could not have ever imagined having a holiday or even a weekend away. Thanks to Very Special Kids we have been able to have a balance in our work and family life, we are able to get away and that truly benefits our family.

Tanya Read

Mum to Olivia, pictured, and Macey (26/10/2003-10/2/2016).



This year you can help us raise \$1 million to ensure children with life-limiting conditions receive 24-hour hospice care. Here are some tips and tricks to fundraising greatness, and of course don't hesitate to reach out if you need any help. We're with you every step of the way!

Personalise your fundraising page

Make your page as engaging as possible, upload a photo so your supporters can see you make your way up the fundraising leaderboard. Explain why you are raising money, how their donations will be used and why you are personally moved to support Very Special Kids.

If you reach your fundraising goal, increase it

You may be surprised at how generous your supporters can be to help you get to your fundraising goal. If you reach your goal, increase it and raise as much as you can for Very Special Kids. Every dollar will help a child in need.

Ask your close friends and family first

Kick start your fundraising by asking your closest friends, family and most generous supporters first. People tend to match amounts that have already been donated, so the more generous donations on your page the better.

Promote your involvement

Be proud of what you're doing and let people know how they can help. Download our [digital assets](#) to spread the word far and wide. Post on your social media channels and use our official hashtag #24hourchallenge. Don't forget about LinkedIn – many organisations are keen to show their social responsibility by supporting organisations like Very Special Kids.

Regularly post on your fundraising page

Share updates about any fundraising activities you're doing, or if you have set yourself a fitness goal, let your supporters know how your training is going. When people go to your fundraising page, they'll see how much you're doing to support Very Special Kids.



Follow up on your initial ask

Life is busy, and many people intend to donate but sometimes it gets pushed to the bottom of the inbox and forgotten about. It's not unusual to take more than one round of emails to nudge your supporters into action, so don't feel embarrassed about asking people again.

Thank your donors

Make sure your donors know how important they are by thanking them on your fundraising page and social media. Not only will they feel appreciated, but potential donors will see how much their support means to you.

**A 24-hour
active challenge,
raising funds
for 24-hour
hospice care**

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Keep up to date with everything that's happening
at Very Special Kids by following us at:



#24hourchallenge

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