

# Greenfingers Charity

## Garden Re-Leaf Day 2019 - Fundraising Pack



Garden Re-Leaf Day is Greenfingers Charity's national fundraising event and is now a major feature in the horticultural and garden industry's calendar with garden centres, growers, suppliers, QVC, trade associations, gardening clubs and societies, as well as our corporate partners and many, many others all getting involved to support this event.

Since Garden Re-Leaf Day began in 2012, all those taking part have raised over £600,000 to help bring the precious gift of a garden to more life-limited children and families who spend time in hospices across the UK.



**As well as helping Greenfingers Charity, taking part in the event can help your business too.**

If you're a business, it can help you to:

- motivate staff, encourage teamwork, increase confidence and improve productivity
- engage with your customers in a great, fun way
- easily generate publicity for your business

If you're a retailer it can help increase footfall and sales at the beginning of the gardening season.

**If you're wondering what to do ... here are a few FUNdraising ideas to help get you started. But of course you may have your own ideas which we'd love to hear about!**

**Remember to help us get trending by using the following hashtags  
#gardenreleaf and #gg4gf**



For more information please contact the Fundraising Team by emailing [Mandy@greenfingerscharity.org.uk](mailto:Mandy@greenfingerscharity.org.uk) or [Melanie@greenfingerscharity.org.uk](mailto:Melanie@greenfingerscharity.org.uk) or by calling 01494 674749



# The Great Garden Re-Leaf Day Walk and Cycle Challenge in the Chilterns

The 2019 Garden Re-Leaf Day Walk and Cycle Challenge starts and finishes in Wendover, Buckinghamshire.

Why not get a team together and come along and meet old and new friends of Greenfingers Charity whilst walking 5, 10 or 20 miles through the beautiful Buckinghamshire countryside. In case you're worried, the route is a little flatter than last year!

If cycling is your thing, why not take on the 25, 50, 75 or 100 mile cycling option?

There are lots of opportunities to get involved even if you're not walking or cycling. We're looking for help with support vehicles, marshalls, refreshments, water stations or simply by supporting any of those walking or cycling.



If Buckinghamshire is too far to travel, why not organise your own sponsored walk? Several garden centres have done this very successfully in the past and it provides a great team building day out, with coastal walks and garden centre-to-garden centre walks proving popular. We can provide you with a 'How to Organise a Sponsored Walk for Garden Re-Leaf Day' pack – ask the Fundraising Team for details.



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## Anyone for Chari-TEA?

### Donate 50p (or more) from every cuppa you sell ...or why not have a cake sale?

Baking is as popular as ever and is always a fantastic – and delicious - way to raise money. Cake sales, coffee mornings and afternoon teas are all tried and tested fundraising ideas but also a great way to promote your café and catering team. An easy and delicious way to FUNdraise.

Hold a Garden Centre Bake Off the week before Greenfingers Garden Re-Leaf Day with a different skill everyday: Monday: Brownies, Tuesday: Victoria Sponge, Wednesday: Scones etc. Advertise your event locally and increase footfall by holding a tasting in the cafe each day.

- Run a promotion in your café for cake and coffee/tea and ask for a £1 donation to Greenfingers Charity. Set up a cake decorating masterclass for the perfect Easter cake
- Invite your local Women's Institute to get involved by donating cakes
- Hold a competition to 'Guess the Weight of the Cake'
- Involve your suppliers - ask your cake makers to donate special Garden Re-Leaf Day biscuits or cakes to sell in aid of Greenfingers Charity.



## Get Quizzical!

Quiz Nights can be great fun so why not hold an evening with customers, friends or colleagues and brush up on your general and gardening knowledge. If you're thinking about organising a quiz night, you might want to serve a delicious hot supper. Keep it simple...perhaps a curry night or fish and chip supper. Greenfingers can supply a set of questions for you to use in part or in full.

To boost your fundraising on the night, hold a raffle or event play Heads & Tails and donate a bottle of fizz to the last person standing.

## Gardener's Question Time

Do you have a local gardening celebrity or gardening experts amongst your staff? Organise a Gardener's Question Time or Plant Clinic and invite customers along to get the answers to all those horticultural questions before the start of the gardening season, alongside a raffle or small donation to attend.



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# 20<sup>th</sup> Anniversary Spring Planters

In celebration of Greenfingers Charity's 20<sup>th</sup> Anniversary, plant special pots to upsell with the profits going to Greenfingers Charity. Select a planter of your choice and create colourful spring bedding arrangements. Ask your suppliers to get involved by donating pots, compost and plants. Let your staff get creative and design a colourful planting scheme using Greenfingers' colours of pink, green and yellow. Place the planters near the entrance of your garden centre or nursery and they are sure to sell out fast in time for Mother's Day.



## The Big Greenfingers Charity Raffle

In 2019 as part of our 20<sup>th</sup> Anniversary celebrations, Greenfingers Charity is holding The Big Greenfingers Gardening Raffle, supported by National Garden Gift Vouchers.

The raffle will give ticket buyers the chance to win either £1,000, £500 or £250 in National Garden Gift Voucher gift cards. Raffle tickets are priced at just £2 each.

The Greenfingers Charity partnership with HTA's National Garden Gift Voucher Scheme began last Christmas with exposure and awareness of the charity being boosted through the free point of sale material for National Garden Gift Vouchers as well as information that goes through to garden centre staff. The vouchers can be redeemed at most garden centres across the country.

The Grand Draw of the Big Greenfingers Gardening Raffle will take place in May when the winners will be notified and encouraged to spend their prize in participating garden centres in time for the summer.

We are looking for an army of FUNdraising heroes to help sell tickets over the next few months so don't delay in requesting your tickets to sell from the Fundraising Team!

## Get Sporty

Choosing a sporty fundraising activity is a great way to get fit and raise money at the same time. But you don't have to leave your office or even the shop floor or gym – plan out a route and use an exercise bike, rowing machine or a treadmill to run, walk, cycle or row the virtual miles between your chosen destinations such as other garden centres in your group or famous landmarks.

Why not set the overall distance target to be the same as:

- Cycling to other centres in your group
- Cycling to your top 5 suppliers (get them to sponsor a leg of the journey!)
- Cycling from your head office to Greenfingers Head office in Beaconsfield or a Greenfingers garden
- Link with your local cycle shop or gym. Get a bike donated or free gym sessions to raffle in your centre whilst you are cycling



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## Go Green 4 Greenfingers!

Whether it's painting your nails or dressing from head to toe in green we would love to see everyone **GO GREEN 4 GREENFINGERS** on Garden Re-Leaf Day on Friday, 22<sup>nd</sup> March in support of Greenfingers Charity! So dust down your finest green clothes, shoes, hats, wellies and make a donation as you **GO GREEN** for Greenfingers Charity. There has been a lot of success, and a lot of fun **FUN**draising with this idea, the wackier the outfit the better! You can even offer a prize, such as a bottle of bubbly, for the most original costume on the day.

## Children's Activities and Events

Encourage families to visit your garden centre over the Garden Re-Leaf Day weekend by hosting simple fun children's activities. Past fundraisers that have been popular are Easter Egg Hunts, face-painting and craft workshops. If you already have an in-store attraction such as a soft play area, perhaps donate 50p from the cost of every child who visits over Garden Re-Leaf Day weekend.

## Trade Promotions – Trade and Retailers

An easy way to support Greenfingers Charity on Garden Re-Leaf Day is to decide on a product to promote and donate a percentage of sales to Greenfingers. If you are a retailer, make sure you have stocked up with your chosen item. Contact the Fundraising Team if you would like to set up a promotion or to find out about our existing promotions. Here are a few of the products that raise money for the charity:

**Floreo range of cards from The Great British Card Company**

**Sow and grow tea cups by Ivyline**

**Greenfingers terracotta pots from Woodlodge Products**

**Rabbits by Vivid Arts**



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# HINTS AND TIPS



We know that organising any kind of fundraising activity takes time out of an already busy workload, but here are a few hints and tips to help make your Greenfingers Garden Re-Leaf Day event manageable and a great success.

- Keep it simple – you know your customers so do the things they like
- Get your team right behind Garden Re-Leaf. It's great for staff morale and productivity
- Promote what you're doing to your local Gardening Club as they may want to get involved too
- Remember to let us know what you are doing and we can make sure it is part of our national PR and Social Media activity and is promoted to a wide audience. Go to [www.greenfingerscharity.org.uk/gardenreleaf/register-a-2019-event](http://www.greenfingerscharity.org.uk/gardenreleaf/register-a-2019-event) and register your event now
- Remember to tell local media what you're doing and why
- Make sure your raffles are legal. To avoid the need to get a licence, keep them to one site over one day. For more information, visit <http://www.gamblingcommission.gov.uk/Gambling-sectors/Lotteries/About-the-lottery-industry/Running-a-lottery/Running-a-lottery.aspx>
- Where possible get Gift Aid on donations as this will increase your donation by 25%. See details of how on: <https://www.gov.uk/donating-to-charity/gift-aid>
- How will you market your activities to your customers? Greenfingers can provide you with specially designed posters as well as t-shirts, collection pots, leaflets balloons and badges.

## PR Story

- Start with a press release. The first paragraph should contain the following information: Who in where is having a what, when and why and include photos!
- If you can, give a bit more detail about what is planned, and add a quote from the person who is organising, designed to provide an extra reason for visitors to take part.
- Make it newsworthy – the more fun and engaging your story, the more likely it is that it will be published.
- Email the press release to local newspapers, magazines, events websites and even local radio and TV news. Local event news is always well received.

## Images

- Get snap happy! Images are a brilliant way of communicating with an audience so make sure someone with a good camera is taking photos of your events on the day.
- High resolution photos are hard to come by, so newspapers will be keen to feature relevant ones. Email them out with an after-event press release, to ensure the publicity train rolls on and you get the most exposure from the event as possible! *NB: Make sure you have the permission of those in the photo to use their picture, especially for children.*
- Remember to send us photos from your day so that we can include them in post-event PR too – remember to check with those in the pictures that we're able to use their images.

## Social Media

- Social media is an effective, instant and FREE PR tool so make sure you use it to promote Garden Re-Leaf Day and your event. Start promoting your event from the 1<sup>st</sup> of March (if not before) so that you build as much awareness of your event as possible in the weeks leading up to the big day.
- We will be causing a social media storm on Garden Re-Leaf Day so remember to #gardenreleaf #gg4gf and #getinvolved and communicate with us to promote your event. Find us on Twitter, Facebook, Instagram and LinkedIn.



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## How to send your money to Greenfingers Charity

Please get your money banked as soon as possible as the money you raise will be put to good use, creating more magical and inspiring gardens for life-limited children who spend time in hospices across the UK.

- Send a cheque made payable to 'Greenfingers Charity' and put GRD on the back of your cheque with details of your company, contact person and your event to Mandy Rooke at Greenfingers Charity, 23 Gregories Road, Beaconsfield, Bucks HP9 1HH
- Or take your money directly to the bank or make a bank transfer using:  
**CAF Bank: Greenfingers Charity**  
**Sort code: 40-52-40 Account no: 00030224** Please put reference: [your organisation's name and GRD]
- Please email: [mandy@greenfingerscharity.org.uk](mailto:mandy@greenfingerscharity.org.uk) with amount and contact details
- **Just Giving:** Please ensure that the activity description states that the activity is for Garden Re-Leaf. This is a fantastic way to donate as it automatically captures gift aid from individuals  
[www.justgiving.com/greenfingers/donate](http://www.justgiving.com/greenfingers/donate)

Thank you.



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# How YOUR fundraising makes a difference



Since 1999, Greenfingers has created over 55 inspiring garden spaces for life-limited children who spend time in hospices around the country. Thanks to the money you raise, by taking part in Garden Re-Leaf Day and at other times during the year, Greenfingers Charity is continuing to make a difference to hundreds of life-limited children and their families. For more information about gardens completed and gardens in progress, visit

[www.greenfingerscharity.org.uk](http://www.greenfingerscharity.org.uk)



*Thank you for giving and thank you for helping  
Greenfingers Charity continue to make a difference...*

[www.greenfingerscharity.org.uk](http://www.greenfingerscharity.org.uk)

Reg Charity No 1076640



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