



Fundraising Pack



Thank you for choosing to help Greenfingers Charity by supporting Garden Re-Leaf Day!

[Greenfingers Garden Re-Leaf Day](#) is a major feature in the horticulture and garden industry's calendar, with garden centres, growers, suppliers, QVC, trade associations, Kew Green Hotels and many other partners coming on board to support the event, which has to-date raised almost £600k for Greenfingers Charity.

Whilst the money raised will help Greenfingers continue its work creating magical and inspiring gardens for children who spend time in hospices across the UK, the benefits for both you and your business taking part in Greenfingers Garden Re-Leaf Day are many. You can ...

- increase footfall and sales at the start of the gardening season
- increase staff morale, boost confidence and improve productivity
- engage with your customers in a fun and exciting way
- easily generate local and industry publicity

So it's win win...!

HOSTING YOUR OWN EVENT & EVENT IDEAS

Get Planting with a 12 or 24-Hour Plantathon

Why not hold a 12 or 24-Hour Plantathon at your garden centre? Your gardening customers, colleagues and friends can take turns to continuously plant for 12 or 24 hours. Or, nominate ONE brave person to get planting for the whole time!

You'll be in good company. In years gone by, leading industry figures have used a Plantathon as a team-building exercise, to generate local and industry publicity, which in turn has increased footfall and encouraged customers to get gardening and raise funds for Greenfingers Charity! **So here's what you need to do...**

Who?

Decide which members of staff or customers will be taking part in the Plantathon and allocate shifts for the duration of the challenge.

"Having taken part in the 24 Hour Plant-athon last year, I urge garden retailers and suppliers to get involved in this huge opportunity to connect with staff and customers whilst raising significant funds for Greenfingers Charity"

Bob Hewitt, Chairman, Klondyke Group

If you decide to nominate one key member of staff to do the entire 12 or 24 hours, please make sure that they receive as much support as possible leading up to and on the day!

When?

Start your Plantathon on Garden Re-Leaf Day, Friday 13th March 2020, at a start and finish time to suit you and your customers.



For more information please contact the Fundraising Team by
emailing linda@greenfingerscharity.org.uk
or by calling 01494 674749

Where?

Decide where you will be holding the Plantathon in your store. Ideally you will find an area that is:

- Easily accessible to the viewing public
- Situated near to related products, such as compost, perlite, pots and other materials you'll be showcasing
- Warm enough for your team to work comfortably throughout the night
- Photogenic! Anyone visiting will want to take a photo or two, so ensure the area best represents your business. It may be a good idea to include a banner with your garden centre name on too!

NOTE: If you're planting through the night, it's more fun, and safer too, to have more than one person involved!

Publicise

A Plantathon is a great way to promote your garden centre and your support for Greenfingers Charity. Put a story on your website, newsletter and social media channels at least a month before the event to get word out to customers.

- Use your **PR and Marketing teams** to reach out to local newspapers, TV and radio stations
- Local gardening experts/celebrities might also be keen to do a 'Gardening Know How' workshop or may even help take part in/ launch/close the event
- Use social media to promote your event including hashtags (#gardenreleaf #gardenreleafplantathon)
- Don't forget that your colleagues, their friends and families can all help you promote your event on their social media channels, whilst helping you fundraise at the same time
- Make sure you request a free Greenfingers Charity t-shirt for all those taking part. We can also send you posters to display in-store so you can let your customers know what you're doing.

Fundraise

Don't forget Garden Re-Leaf Day is a FUNdraiser, so you may want to set up a [JustGiving Page](#) ASAP and ask friends, family, suppliers and customers to sponsor you for planting for 12 or 24 hours.

Whichever you choose to do, your Plantathon will be a challenge!

Prepare

You'll need the right tools and equipment. Also think about what type of plants will be easiest to plant, and which are most appealing to your customers when selling them on.

You might also want to keep the following items handy!

- Compost, pots/planters – ask your suppliers to get involved by donating these. They too can benefit from the great publicity.
- Gloves, trowels, Perlite or other growing media
- Trolleys to load plants on and wheelbarrows to cart compost
- Refreshments for everyone taking part!



Remember that after the event, you will have a fantastic opportunity to **raise further funds by asking for donations** for the planted containers (the container should be priced into the finished planter cost and hopefully can be funded through supplier support).



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Get quizzical

Everyone loves a quiz night, so why not hold a fun evening with customers, friends and colleagues and test your general and gardening knowledge. We can provide you with a quiz pack which includes:

- A quiz
- Answer sheets
- Jokers
- Balloons

Get baking ... everyone loves cake and a cuppa

Baking is as popular as ever and it's a fantastic way to raise money. Bake offs, cake sales, coffee mornings and afternoon teas are all tried-and-tested fundraising ideas and are also a great way to promote your café and catering team.

Here are a few ideas to get you started ...

- Hold a Garden Centre **'Bake Off' Week**, trying a different skill every day? (Monday: Brownies, Tuesday: Victoria Sponge, Wednesday: Scones etc)
- Why not invite **local celebrities** to judge the 'Bake Off'?
- Sell the cakes by the slice in the café
- **Advertise your event** locally and increase footfall by holding a tasting in the café 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
- Involve your **suppliers**. Ask your cake makers to create or donate special Garden Re-Leaf Day biscuits or cakes to sell in aid of Greenfingers Charity
- Hold a competition to 'Guess the Weight of the Cake'.



Dressing Up: Go Green 4 Greenfingers #gg4gf

Whether it's painting your nails or dressing from head to toe in green, we would love to see everyone GO GREEN on Garden Re-Leaf Day in support of Greenfingers Charity!

So dust down your finest green clothes, shoes, hats, wellies and make a donation as you GO GREEN. Just make sure to take a picture of you all in your finest outfits! Tag us into your social media posts or write a blog about the day.

And help us get trending by using the hashtags #gardenreleaf and #gg4gf



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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 for the gym, a virtual challenge is great fun! Plan out a route and use an exercise bike, rowing machine or a treadmill to run, walk, cycle or row the equivalent miles between your chosen destinations. This could be other garden centres in your group, or a distance between hotels or famous landmarks.



Set the overall distance target to be the same as:

- Cycling between stores, offices or between hospices
- 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
- Link up with your local cycle shop or gym. Get a bike donated or free gym sessions to raffle in your centre whilst you are cycling.

HOSTING AN EVENT

We know you already have a busy workload so here are a few tips and hints ...

- **Make it easy** – you know your customers so do the things they like. Could you charge for a gardening speaker or do an activity for your older or younger customers?
- Fundraising is great for staff morale and productivity so **get your team right behind Garden Re-Leaf**.
- Go to www.greenfingerscharity.org.uk/gardenreleaf to **register your event**. If you let us know what you're doing, we can include it in our national PR activities and promote it to a wide audience.
- Greenfingers can also provide you with specially designed **posters** as well as **t-shirts, balloons** and **badges** to help you market your activities to your customers.
- Remember to **tell local media** what you're doing and why.
- Promote what you're doing to your **local Gardening Club** as they may want to get involved.
- Hold a **raffle** and involve your suppliers – ask them to donate raffle prizes?
- But do 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>

OR JOIN US AT OUR EVENT

The Garden Re-Leaf Day Walk and Cycle Challenge

The **2020 Garden Re-Leaf Day Walk and Cycle Challenge** will start and finish in Chilton, Oxfordshire. Many suppliers within the gardening industry have signed up to walk the 10 or 20-mile routes through the countryside, or to take on the 25, 50, 75 or 100 mile cycling option. If you would like to get a team together to take part, sponsor t-shirts, water stations or sponsor any of those walking, we'd love to hear from you.



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PR HINTS AND TIPS

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 don't forget the 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** out to local newspapers, magazines, events websites and even local radio and TV news. Local event news is always greatly received.

PR Pictures

- **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 and social media – don't forget to check with those in the pictures that we're able to use their images.

Please contact Linda@greenfingerscharity.org.uk if you need help with your PR

Social Media

- **Social media** is an incredibly 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 1st 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 **#getinvolved** and communicate with us to promote your event. **Tag us in at:**
 - **Twitter:** [@greenfingerscha](https://twitter.com/greenfingerscha)
 - **Facebook:** [@greenfingerscharity](https://www.facebook.com/greenfingerscharity)
 - **Instagram:** [@greenfingerscharity](https://www.instagram.com/greenfingerscharity)
 - **LinkedIn:** [@greenfingers-charity](https://www.linkedin.com/company/greenfingers-charity)

And don't forget to use the hashtags #gardenreleaf and #gg4gf

YOU'VE RAISED MONEY! NOW WHAT?

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

- You can send a **cheque made payable to 'Greenfingers Charity - Garden Re-leaf Day'** along with details of you or your business, a contact person and your event to:
Linda Petrons, Greenfingers Charity, 23 Gregories Road, Beaconsfield, Bucks HP9 1HH
- Or take your money directly to the bank: **CAF Bank: Greenfingers Charity Garden Re-Leaf**
Sort code: 40-52-40 Account no: 00030225 Please use reference: [your organisation's name] and email mandy@greenfingerscharity.org.uk with amount, contact details and branch you banked the money in
- Or give through **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



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How YOUR fundraising makes a difference

Since 1999, Greenfingers has created **over 57 inspiring garden spaces in children's 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.

The money you raised in 2019 has enabled Greenfingers to...

- Create a beautiful 'Garden of Colour' at Claire House Children's Hospice, in the Wirral
- Transform an overgrown woodland into a 'Let's Explore Garden' at Richard House Hospice in East London
- Finish a therapeutic 'Nest & Rest Garden' for Grace House Children's Hospice in Sunderland
- Provide a garden with a fantastic outdoor shelter at Little Harbour Children's Hospice in St Austell
- And plan FIVE more brilliant gardens at hospices throughout the UK for 2020!



Richard House Children's Hospice on the day of opening



Claire House 'Garden of Colour'



Little Harbour, St Austell

"You could see today the amazing effect the new garden had on our children and the staff. A great place for our children to explore nature and a wonderfully calming place to relax. Perfect."

Jo Inskip, Head of Communications, Richard House

"This fabulous garden ... it's amazing. A lot of our children need sensory input and the garden is full of colour. We've already noticed birds, bees and butterflies coming to the garden."

Claire Doig, Palliative Care Nurse Specialist, Claire House

With a waiting list of hospices that need our help, by taking part in Greenfingers Garden Re-Leaf Day this year, you will enable Greenfingers Charity to continue making a difference to the lives of more children, and their families, friends and carers, who spend time in hospices.



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

www.greenfingerscharity.org.uk/gardenreleaf



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