

Fundraise Your Way

Maximise Your Online Fundraising



In support of:

North Manchester General Hospital

Manchester Royal Infirmary

Wythenshawe Hospital

Royal Manchester Children's Hospital

Manchester Royal Eye Hospital

Saint Mary's Hospital

University Dental Hospital of Manchester

Withington Community Hospital

Trafford General Hospital

Altrincham Hospital



Manchester Foundation
Trust **Charity**

Our family of hospitals



North Manchester
General Hospital **Charity**

North Manchester General Hospital has a full Accident and Emergency Department, which includes a separate paediatric A&E unit. It also offers a full range of general and acute surgical services and is the base for the region's specialist infection disease unit.



Manchester Royal
Infirmary **Charity**

Manchester Royal Infirmary cares for over 630,000 patients every year with over 135,000 people attending our Accident and Emergency Department. The hospital provides specialist services in haematology and sickle cell disease and is a specialist regional centre for kidney and pancreas transplants.



Wythenshawe Hospital
Charity

Wythenshawe Hospital is a major acute teaching hospital that provides district general hospital services and specialist tertiary services. The hospital's main specialisms include cardiology and cardiothoracic surgery, heart and lung transplantation, respiratory conditions, burns and plastics, cancer and breast care services.



Royal Manchester
Children's Hospital **Charity**

Our young patients come to **Royal Manchester Children's Hospital** from across the North West but also nationally and internationally. As the largest single site children's hospital in the UK, Royal Manchester Children's Hospital offers specialist services including bone marrow transplantation and paediatric intensive care.



Manchester Royal
Eye Hospital **Charity**

Since 1814 **Manchester Royal Eye Hospital** has provided world class ophthalmic care to the people of Manchester, today providing an extensive range of eye services for both adults and children across the North West and beyond.

Our family of hospitals



Saint Mary's Hospital
Charity

Saint Mary's Hospital has successfully developed a wide range of world class medical services for women, babies and children as well as a comprehensive Genomics Centre and Sexual Assault Referral Centre (SARC).



University Dental Hospital
of Manchester Charity

The **University Dental Hospital of Manchester** is one of the major dental teaching hospitals in the UK. The hospital provides specialist treatment and the highest standards of care for patients in a number of areas including oral and maxillofacial specialities, restorative dentistry and child dental health.



Withington Community
Hospital Charity

Withington Community Hospital provides specialist care to those patients requiring diagnostic treatment, day surgery and community services. The hospital's main specialisms include dermatology, urology, audiology, ENT and therapies.



Trafford General
Hospital Charity

Trafford General Hospital is a district general hospital providing a range of services to patients in its community, including general surgery and medicine, children's services, cardiology, elderly care, dermatology and rheumatology.



Altrincham
Hospital Charity

Altrincham Hospital opened in April 2015 and is a purpose-built facility providing a high quality, modern, user-friendly environment for patients and staff and a range of general and specialist outpatient and diagnostic services.

Setting up an online fundraising page



We recommend setting up an online fundraising page to all of our supporters for their various challenges and events.

One of the most popular sites is [JustGiving](#), but there are also other sites you can use. Setting up a page is really simple and will take you a matter of minutes to complete, depending on how detailed you want your page to be. Please note that our umbrella charity, 'Manchester Foundation Trust Charity', covers all of the hospitals that the Charity supports so please search for that name or our registered charity number 1049274 to ensure you select the correct charity.

Useful hints and tips

- Try to add a photo to your online page. Fundraisers who add a profile picture tend to raise 15% more*. If you have any images that are linked to your fundraising, such as an associated challenge event or a photo that comprehends why you are fundraising, these will help with your cause!
- Share your fundraising story. An engaging story can make all the difference and is likely to increase your donations if people can see the reason for your motivation. Be sure to mention that you are supporting our Charity in your story.
- Set a fundraising target. People who set a target on their page are likely to raise up to 46%* more than those that do not. Make sure you are realistic in your expectations when you set your target.
- Update your page. Regular updates to your page help to keep it looking fresh and inspiring and will give you a further opportunity to share it. Let people know about your training, preparation or any personal goals to ensure those donations keep rolling in!
- Keep in touch with those who have given consent for you to have their details. Following a new donation, and as soon as you are able, send a quick message to say thank you to your supporter. Once your fundraising has finished, thank them again and let them know how much you have raised.
- Are you part of a fundraising team? Make sure your online page is linked to everyone taking part in your fundraising to ensure maximum sharing. You can do this using the 'Team' function on JustGiving.
- Give your online page a final push. It's never too late to share your fundraising page, as many people will donate after you've completed your event.
- The online fundraising sites we are registered with have the option to add gift aid which boosts your fundraising by 25% at no cost to you or your supporter. We do not recommend using 'crowdfunding' pages as gift aid is not claimable via these sites.



Promotion is key

We are so grateful for your support for our family of NHS Manchester hospitals. With your help, we can continue to provide the very best treatment in the very best facilities to the patients we treat each year.

We love to share stories and pictures showing what our fundraisers have been up to across our own channels. Please speak to your named Charity contact about this and we can advise how we can share your fundraising activity.



@MFT_Charity



Manchester Foundation
Trust Charity



@MFTCharity

Manchester Foundation Trust Charity is available on all of the usual social media channels – so make sure you follow and tag us in any of your fundraising activities. We would love to hear what you're up to!

Keep sharing

There are plenty of ways you can share your fundraising story. Why not submit a video on YouTube, tracking your journey so far or create a blog detailing your daily fundraising activities and thank people who have supported you along the way.

How to Keep it Safe and Legal

Before you start on your fundraising journey, please check out our How to Keep it Safe and Legal guidelines, which you will have received along with this pack, for everything you need to know to ensure your fundraising is above board.

Get in touch

Contact the Charity team

charity.office@mft.nhs.uk

0161 276 4522

mftcharity.org.uk



As a charity our mission is simple: to support the excellence in treatment, research and care we provide to our patients each and every day.



We would love to stay in touch!

Sign up to receive our regular e-newsletter at mftcharity.org.uk/keep-in-touch

  Manchester Foundation Trust Charity

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Manchester Foundation Trust Charity is registered with the Charity Commission as Manchester University NHS Foundation Trust Charity. Registered charity 1049274.



Manchester Foundation Trust **Charity**