



ALL YOU NEED TO KNOW



THE RUN ITSELF

With our Rudolph Run, it's up to you how to play it.

Choose the date, distance and location – it could be a brisk walk around the playground, or a gentle jog on the school field, and we'll help prepare the rest.

Children don antlers and noses (provided by us) and join all of their reindeer friends for this festive event which puts the fun into fundraising.

Encourage every child to collect sponsorship and help St Michael's Hospice continue caring to make a difference this Christmas. Book an audience-appropriate assembly to learn about the Hospice and to find out where their sponsorship will go and how it can help.

Set your school's fundraising target (we ask for a minimum of £3 per child by way of a donation and to cover costs). 50 pupils = £150 school target.

Join the St Michael's Hospice Rudolph Run campaign page here: bit.ly/JG_RudolphRun25

WITHIN THIS PACK, YOU WILL FIND:

- Collecting sponsorship information (**essential reading**)
- Social media tools
- Email wording for informing parents and guardians
- Poster template

RESOURCES FOR THE RUN

If you signed up before Friday 24th October, your Rudolph Run items will be delivered free of charge.

This delivery will include:

- Antler and noses (if requested upon sign up)
- Santa Suit
- Participation Certificates for each child (if requested upon sign up)
- Sponsorship envelopes (if requested upon sign up)

To help reduce waste and keep costs down, we'd love it if you could keep your antlers and noses to reuse next year, just like many schools already do.

If you signed up after Friday 24th October, you'll be notified when the above items are ready for collection. Your sign-up information email included a link to a FREE printable pack with materials to help make your Rudolph Run event a success.

COLLECTING SPONSORSHIP

Set up your online donation page*

It's really easy to set up an online donation page for your school or nursery and it's a great way for your children to collect sponsorship.

Parents, teachers, family and friends can all donate online in a quick and convenient way.



1. Head to this page: bit.ly/JG_RudolphRun25
2. Click the orange box that says 'Start Fundraising'
3. Fill out the pages as requested
4. Please ensure your school or nursery name appears in the page title, not an individual's name
5. Set a minimum fundraising target of £3 per child (example: 200 children = £600 target)
6. Regularly share the link with all parents and guardians
7. Watch your donations roll in!

*If for any reason you are not able to set up an online donation page, please contact Gaynor Warren on 01432 852 630 or email gwarren@smhospicehereford.org

Distributing your sponsorship envelopes (If you requested them)

1. Hand out a sponsorship envelope to each family so they can collect donations from family, friends and neighbours
2. Let parents and guardians know the deadline for returning the envelope and donations to the school or nursery
3. Schedule a time with Gaynor to bring the envelopes and donations to the Hospice.

Sponsorship incentive:

GET A VISIT FROM BENNY BEAR!

Schools and nurseries raising an average of £9 or more per child can look forward to a visit from Benny Bear in the New Year.

Benny will personally thank the children for their support by giving out high-fives, bear hugs (of course!), and posing for photos.

Last year, benny visisted a number of schools across herefordshire

**CAN YOUR SCHOOL
RAISE ENOUGH TO HAVE
A VISIT FROM BENNY?**



**RAISED OVER
£1430**



**RAISED OVER
£720**



PENCOMBE



**RAISED OVER
£690**

WELLINGTON

SOCIAL MEDIA TOOLS

We'd love you to share your Rudolph Run stories with your followers and tag us along the way!

Our handles are as follows:

Facebook: stmichaelsospicehereford

Twitter: @StMichaelsHosp

Instagram: @st_michaels_hospice

Why not use the suggested copy and downloadable graphics to let your followers know you're taking part in Rudolph Run 25?

Suggested Copy:

*We're hosting a Rudolph Run on (Insert date), in support of St Michael's Hospice!
{Tag us if possible}*

*Our little Rudolphins will be donning antlers and red noses before dashing through the
{sports field/sports hall/playground} in a merry fun run to raise funds for a fantastic cause.*

Can you help our little Rudolphins reach their goal of £{XXX}? It's as easy as spreading holiday cheer! Sponsor your child or grandchild by visiting our JustGiving page at {insert JustGiving link}. (If you supplied sponsorship envelopes) Alternatively, please put cash or cheque donations in the Rudolph Run envelope sent home.

Let's make this Rudolph Run a magical and giving experience for all! For further details, please contact us on {insert info}.

#RudolphRun #FestiveFun #Fundraiser #StMichaelsHospice



EMAIL WORDING

Below, you'll find an email ready to send out to parents and guardians.
Please make any necessary adjustments or feel free to create your own.

Suggested Copy:

Dear Parent/Guardian,

On {insert your event date}, we are holding a sponsored Rudolph Run here at {school/nursery} to raise money for St Michael's Hospice.

Each child will receive a set of antlers and a nose to wear (worth £2) whilst they complete as many laps of our {sports field/sports hall/playground} as they wish. We'd like each child to raise at least £3 in sponsorship to cover the cost of the antlers and noses and to include a £1 donation for St Michael's.

Our total school/nursery target is: £{XXX}. We'd love your support to reach this target for our incredible local charity.

*You can sponsor your child online here {insert online donation page link} and please share this link with your friends, family and contacts. (If you supplied sponsorship envelopes)
Alternatively, cash or cheque donations can be collected in the Rudolph Run envelope sent home.*

On {insert date here having agreed it with us first}, a representative from St Michael's will be leading our assembly, either in person or online via Zoom, to explain the charity's work to the children.

Many thanks for your support.

ON THE DAY

Help us spread the word about Rudolph Run by tagging us into your social media posts before, during and after your run.

Facebook	St Michael's Hospice Hereford	Instagram	St_Michaels_Hospice
X (Twitter)	StMichaelsHosp	Linkedin	St Michael's Hospice Hereford

THANK YOU

Your support is crucial in helping us continue to provide end-of-life care to those who need it most within our community. Thank you for taking the time to read through our Rudolph Run 2025 pack.

FURTHER INFORMATION

For general Rudolph Run information, please visit: [Bit.ly/SMH_RudolphRun](https://bit.ly/SMH_RudolphRun)

For support and questions around setting up your own event, please contact:
Gaynor Warren | gwarren@smhospicehereford.org | 01432 852 630