**St Mark’s Hospital and Giving Tuesday**

Are we setting a fundraising target? Modest = £500 Challenge= £1,000  
Purpose: Awareness? Fundraising? Both?

Physical Interactions:

* Utilise CID desk
* Complimentary chocolates available to be paid for out of petty cash
* Decorations for the CID
* Bunting to be created as in the past
* Clean table cloths
* Try and secure 2 tables
* Balloons, some helium
* Posters with St Mark’s and Giving Tuesday logo
* Opportunity to sign up to mailing list on the desk
* Any other freebies to give people? Badges?
* Pamphlet should be in circulation/ distributed at the desk
* Competition- sweets in a jar
* Sell raffle tickets
* Sell remainder of June Howley’s teddies
* Ensure that we have reliable volunteers on the day and potentially 2 at a time if we can secure 2 tables
* Really use this space to capture the attention of attendees
* Take photographs and share these across our social media to show our gratitude towards out volunteers and showcase them as a valuable asset to the Foundation

Digital Interactions:

* Charity emails send thee out first thing in the morning and another one in the evening to capture the commuter audience
* Emails will be an important means by which to attract a different segment of our donor base
* Utilising social media platforms. Links on Instagram to Facebook and Twitter and vice versa
* Twitter is the naming platform that receives the most traction on GT and trends worldwide
* Install Facebook donate button emphasis the security of this for making donations to our audience
* Insta stories- share activity from CID and create a buzz of activity
* Consult guidelines regarding posting frequency accross platforms from GT
* Variety of content from meme sharing to more informative case studies
* Engaging in real time

Content of the Campaign

Raising awareness of St Marks  
Fundraising (targeted)  
Striking a balance! Light hearted information needs to be interjected like ‘Did you know? Our consultants have assisted in script writing for BBC drama Holby City. That is pretty impressive!’  
Emoji’s and Polls on Instagram

Need to incorporate powerful, passionate language!

Hashtags?

Raising awareness of St Mark’s

* Brief explanation of who we are and what we do including our rich and varied history
* Information about the Hospital and why our charity needs to exists
* Facts about St Mark’s in regards to pioneering research projects that are undertaken, and how the Foundation has and continues to fund multidisciplinary research of complex gastrointestinal disease
* St Mark’s Academic Institute
* UK’s National Bowel Hospital
* Specialists in this field of medicine
* Technical language can be used but explanations are provided in lay terms to encourage engagement, while not detracting from the significance and intellectual prowess of our researchers
* Emphasis on St Mark’s Hospital as an educational and training hub for international students coming from as far afield as China, Mexico, Peru and across Europe
* We help to facilitate this dynamic academic environment

Fundraising (targeted)

* Why our charity exists: we fund multidisciplinary medical research projects which cover all aspcetc of complex bowel disease
* Our charity ford noy receive NHS funding and hence it is reliant on the generosity of donors to help us support this research
* Why support St Mark’s Hospital Foundation? Frank and honest: We know bowels is perhaps a hard sell, however it is crucially important that we afford our bowels the attention that they deserve. They are a beautifully complex set of organs that if we are fortunate, we can take for granted. However, we need to cast a spotlight on bowel disease to ensure that no one feels embarrassed to talk about their condition, and at the extreme, that no one dies of embarrassment. Inflammatory Bowel Disease, abbreviated to IBD affects approximately 300,000 people in the UK, this equates to roughly 1 in 210 people. Chances are you have met someone with IBD, but haven’t known. Now time for some bowel cancer stats, as the fourth most common cancer in the UK it is the second biggest cancer killer worldwide. This is not to case alarm! If caught early bowel cancer is one of the most treatable cancers, and there are an array of treatments to help manage and alleviate the worst symptoms of IBD. At St Mark’s we are proud to say that we are the UK’s National Bowel Hospital. We are proud of the dedication and integrity of our medical staff who work