



How to use Hats on for Children's Palliative Care Day - on 14 October - to raise funds for your hospice and palliative care services.

Hats on for Children's Palliative Care Day is a day for raising international awareness of the need for children's palliative care and the work of children's palliative care (CPC) services worldwide. Now in its 9th year, the annual campaign is known as Hats on for Children's Palliative Care with the hashtag #HatsOn4CPC. It is an excellent opportunity to launch your fundraising efforts, capturing the energy and interest around this worldwide event, and using the free-to-download graphics, branding, and messaging to make your campaign stand out.

Over the past 2 years, COVID-19 has brought as many challenges to fundraising efforts as it has to deliver palliative care. Building on the strength and ingenuity many of you used last year in the pandemic, here are some of the ways you might consider some tips to make your fundraising efforts successful.

Below we outline some fundraising ideas to make your fundraising efforts successful.

Remember to always adhere to your local health guidance when fundraising during a pandemic

1. Grassroots Campaigns
2. Write Contribution Request Letters
3. [Set up a Facebook fundraiser](#)
4. Design Custom T-Shirts
5. Weekend Parade
6. Yard Signs
7. Email Marketing
8. Mobile Fundraising
9. Social Media Campaigns
10. Fundraising Auction
11. Hold a non-uniform or #HATSON4CPC school day, or dress down day for work
12. Make a virtual wish list on a platform like Amazon
13. Sign your organisation up to Amazon Smile

And finally... Don't forget to register your event on our [Hats on for CPC Map](#) Share your fundraising ideas and successes on social media. Remember to tag us so we can share them with our wider network. Tag us on Facebook at @ICPCN and on Twitter @ICPCN using the campaign hashtags: #HATSON4CPC #HATSON4CPC22