P-257 WORCESTER STANDS TALLTricia Cavell. *St Richard's Hospice, Worcester, Worcestershire*

10.1136/bmjspcare-2019-HUKNC.279

As we look for diversity in income streams the requirement to be BIG, BOLD and BRAVE with our fundraising activities is more prevalent.

This poster will explain how a Wild in Art project raised £233k profit for St. Richard's Hospice, what benefits it brought to the community, and to the charity's longer term fundraising. The learning isn't just for those who can undertake large scale projects – it's about stepping outside the box, having the confidence to do things differently and the power of innovation.

Worcester's streets, parks and open spaces were brought to life by individually designed, beautifully created, majestic giraffes. This was one of the largest projects Worcester has seen and brought together many sectors of the community such as businesses, artists, education and the media.

St Richard's Hospice succeeded in creating a mass-participation event that captured the imagination of local residents, tourists and businesses in Worcester. WST attracted a wide range of people, boosting a pride in Worcester for locals and showing off the city to tourists. Word of mouth and social media has been an essential ingredient in this success.

Footfall in Worcester and to local businesses increased during the WST trail, with spend in the city from WST visitors reaching as high as £946,000, a huge boost to Worcester's economy. For St Richard's Hospice itself, as well as the fundraising, we achieved strong awareness of the Build 2020 appeal with over 84% of participants recognising the brand.

P-258 REINVENTING TO REMEMBERDebra Lawson, Helen Birch, Rachel Kennedy. *Queenscourt Hospice, Southport, UK*

10.1136/bmjspcare-2019-HUKNC.280

Background Similar to Lights of Love (or Light Up A Life) at Christmas, the Forget Me Not appeal is an increasingly popular spring fundraising appeal in UK hospices. In May/June, supporters are invited to make a donation in memory of someone they love, and Forget Me Not flowers are usually displayed in the hospice grounds. In addition, many hospices invite their supporters to attend a remembrance event.

In recent years, we have seen income for this appeal steadily decreasing, and needed a way to rejuvenate the appeal.

Aims To generate additional unrestricted income by extending the reach of the appeal using digital tools and engaging new supporters.

Methods In 2019, in addition to the traditional direct mailing sent to previous supporters of the appeal, a new virtual forget-me-not meadow was created in partnership with an online fundraising platform – there were no upfront costs, making this a risk-free option for our hospice.

The page allowed supporters to make an online donation to dedicate a virtual flower, share a photo of their loved one and leave a personal message in celebration of their life. They could then share their dedication with friends and family using social media.

The appeal was promoted by direct mail, press, email and social media (paid and organic).

Results Final results are not yet known. At the time of writing, the appeal is still live. However, after two weeks, we have already seen:

- 55.4% increase in online donations;
- 8 new donors acquired to this point.

Conclusion We believe that using digital technology and introducing virtual giving has been a very cost-effective way to attract new support and donations.

P-259 WHAT'S IN A NAME...?Jon Heggie, Jackie Stone. *St Columba's Hospice, Edinburgh, UK*

10.1136/bmjspcare-2019-HUKNC.281

Background A brand is only as important and meaningful as the people who live and breathe it, and the values that underpin it. In a hospice in Scotland we wanted to know what does our brand really mean to the families, volunteers, staff and supporters invested in our work? As a part of development of our strategy we took a critical review of our brand including language, tone of voice and imagery.

Methodology The following critical questions underpinned our work:

- Are we expressing who we are with honesty, integrity and purpose?;
- Does our brand truly reflect who we are, and what we aspire to be in terms of care and support right across our community;
- Does our name reflect care delivered not only in a building but also in homes and community settings across our area?

Working with a local, personal, and inspiring marketing agency we conducted a mixed methodology review including staff, volunteers and supporters. This took place through workshops, 1:1 interviews and anonymous comments cards around the hospice and shops. Each of these interaction opportunities not only looked at our brand but tied in important questions that would feed into our evolving strategy, mission and vision work.

Results The information, ideas and thoughts gathered have been collated into ideas around what our brand proposition could look like going forward. What makes us special, what sums up who we are, and what makes us unique and inspiring has been turned into working ideas that are being shared widely across our stakeholders. This is an iterative process that will grow and develop as feedback is gathered.

Next Steps The results will be delivered in the summer of 2019.

P-260 GM HOSPICES: CARING TOGETHER¹Martin Foster, ²Claire Briscoe. ¹Greater Manchester Hospices, Manchester, UK; ²St Ann's Hospice, Manchester, UK

10.1136/bmjspcare-2019-HUKNC.282

Background Hospices in Greater Manchester working strategically together to influence and improve specialist palliative and end of life care for people in Greater Manchester and East Cheshire.