

## **How to organise your own fundraiser**

This list is entirely dependent on what sort of event you are planning to organise. If you are planning a cake sale then a lot of this won't apply so do not panic at the size of the list. However, if you are organising a ball or auction then a lot of this will apply to you. This 'how to' guide is just our way of helping you think of all the extra details. We hope you find it helpful. Don't forget you can always call the fundraising team if you have queries. We are happy to help you. Thank you for organising your own fundraising event!

### **Planning**

Things that need to be thought of include:

- A suitable time/date for the event? Check it doesn't clash with school holidays, major sporting events, other local events of a similar nature
- Who is available on that date / time and in the run up to help you?
- Is your event original but practical, or offering something that everyone wants to see / attend?
- Set a timeline for tasks leading up to the event, ideally you should start marketing most events 3 months before they take place
- How much do you expect to make? Draw up a budget and check that the event will make the profit you expect, is it worth doing?

### **Budgeting an event**

The following is a list of the things which should be taken into account though although not all will apply.

1. Cost of venue or can you find one for free?
2. Security, to ensure you meet Health & Safety Guidelines (this only applies to large events)
3. First aid cover – do you need to apply for a St John's Ambulance?
4. All advertising including tickets
5. Posters and handouts
6. Celebrities / performers
7. Reception for volunteers and performers
8. Food
9. Alcohol license from your local council
10. Transport
11. Toilets and any special facilities
12. Lighting
13. PA system
14. Insurance

15. Expenses
16. Administration support
17. Damage allowance, deposit loss etc
18. Flowers/ decorations
19. Minimum/ optimum number of attendees
20. Contingency funds

### **Ideas to boost income on the night**

- Sale of tickets and programmes, bar
- Sponsorship
- Donated items for raffle, auction prizes
- Advertising in programmes
- Tombola and raffle
- Auction

### **Marketing/ publicity**

- Flyers/poster: need to be designed and printed. How many do you require?
- Where will you put the flyers/posters?
- Is there any cost in advertising, try to use free methods of advertising, for example an article in the local paper and posters up in the local shop.
- When advertising / marketing think about the nature of your audience and how they are best targeted.
- Posters / advert / tickets must include our registered charity number 1058937
- Create a press release to be issued to the local media to drum up support for the event (see our how to contact the press guide)
- Design and production of tickets
- How will tickets be sold?

### **Venue Information**

- Is it available on the date/time required? Always get it provisionally booked
- Is the venue big enough? Is it suitable for the event itself?
- Is there a deposit required? Can you secure a discount, special rate or even get it for free?
- Are there enough seats/tables?
- Do they provide catering?

- What equipment do they have and what will you need to provide? Do you need a projector / microphone?
- Is there disabled access? Do they have a disabled toilet?
- Do they have a cloakroom?
- Do they have parking?
- Will the venue's insurance cover your event? Do you need to arrange extra cover?
- Draw a venue / room layout plan

### **Volunteers**

- Do you have enough people to help you?
- Volunteers need to be provided with a comprehensive briefing prior the event to understand their role on the day
- Volunteers / marshals need to be easily identifiable, use name badges / hi-vis vests

### **Extras**

- Do you need direction signs, route markers and marshals?
- Do you need to have a wet weather contingency plan?
- Are you taking money on the door? If so this money will need to be stored safely and may need additional insurance
- Do you need to provide information about any charities being supported or invite them to attend the event?

### **At the event**

- Ensure you have a running order and that all people with a part to play are aware of their role on the day
- Signage for any facilities being provided eg. toilets / catering
- Maps of the venue if it is complicated / vast
- Make sure those that should be are publicly thanked at the event by the right person
- Issue a further press release to the local media for them to cover the event
- Make sure a photo you could use to send to the local paper and charity is taken
- Reserve any seats / areas for special guests etc
- Set up a Help point, to include meeting point for lost children and first aid
- Plan the event breakdown and ensure that you have enough volunteers to help with the un-glamorous part of the event

- Plan the disposal of litter or any rubbish created by the event

### **After the event**

- Don't forget to say thank you to everybody who helped you.
- Ensure that the money you raise or collect reaches the charity safely and as quickly as possible.
- Follow up the success of the event with a further press release. If a local press photographer has not turned up it is well worth sending the press release with a photo to the local newspaper to report on the story
- Carry out an evaluation, especially if you plan to make it an annual event you can build on the successes and understand the pitfalls better

THANK YOU!