# HOW TO ORGANISE A FUNDRAISING EVENT

Photo: Brian Sokol/ActionAid

actionaid

## KEEP US UP TO DATE WITH YOUR PLANS


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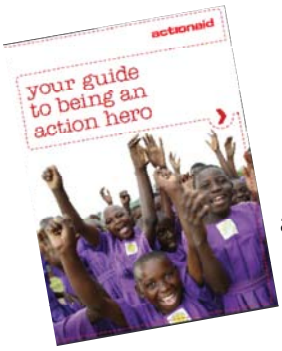
FundRaising Standards Board




# 1: Download our Fundraising Pack

- Start your planning by downloading our fundraising pack. Then let us know about it! Fill in one of our registration forms from the back of the pack and send it back to us.

# 2: Budget

- If you're giving your time to charity then it's important to make sure you don't lose anything extra out of your own pocket. Draw up a budget plan to keep check of all necessary expenditure.
- Do everything you can to keep you costs as low as possible. Ask for freebies and charity discounts at every opportunity. If organising an event from scratch costs too much then piggy back on to an existing event. Organisers should realise that charity events usually pull more people through the door!
- Aim for a 3:1 return on investment. For every £1 you spend putting on the event, try and raise £3.
- Tell people about what they are spending their money on. Why not put up a list showing what their donations could buy?

## HOW FAR COULD YOUR DONATION GO?

**£15** could pay for two sets of **clothes** (summer and winter) for a street child
**£75** could pay for the enrolment and **school fees** for one child for one month
**£1,200** could pay for a basic **shelter** that can house 20 children
**£2,500** could provide two hot **meals** a day for 20 children for one year

## TICKETS

- Selling tickets is a very effective way of generating money quickly, but remember to add additional fundraising opportunities to your event. Put collection tins around the place and ask some willing volunteers to shake a bucket at the door.

## MYACTIONAID

- Raise extra money online. Visit www.myactionaid.org.uk to set up an online fundraising page where people can donate easily and securely with no loss to commission. You can add blogs, photos and information about your event.

# 3: Find a Venue

- DO: know your audience and pick the right venue for them. If you're aiming to pull in the students then why not ask your university's student union bar? If you're organising a show then ask local churches, schools, halls and even pubs to give you a hand.
- DO: remember to work out how many people you think will attend and make sure your venue's capacity matches it!

- DO: make use of your venues facilities. Don't worry about hiring in sound and lighting systems if they are already there. If your venue has in-house promotions or a website then make use of them!
- DON'T: pick a venue that is hard to find or to get to. Use a popular venue to pull in the locals!

**Top Tip!** Venues often hire out to charities for free! It's always worth asking! Remind them that you will be promoting their venue as well as your night!

## 4: Licensing

- Whether you're organising a concert or a raffle, there are often many licensing requirements that may not be immediately obvious. Get this sorted quickly so that you know you can proceed with the event! A couple of fundraising activities that require a license or a permit are:

- Raffles
- Street Collections
- Carol Singing
- House-to-house collections
- Busking
- Alcohol distribution
- Gigs
- Outdoor Events

- DO: Be smart! If you're unsure about whether you need a permit or a licence then ask someone. Get in touch with the Events Team at ActionAid and we can even help to get you the correct licences.
- DO: Take a look at www.how2fundraise.org/ for some top legal tips!
- DON'T: Just wing it! If you are collecting money the chances are you will need a licence. Venue managers often already hold permits for gigs and indoor events so ask the people around you.

## 5: Promotions

- Whatever the main pull of your event is (music/home-made jam/books) make sure you give it a lot of attention. Tell everyone and anyone!
- DO: make use of ActionAid's PR team. We have a dedicated team of people who will write press releases for your local newspapers, find websites that are related to the type of event that you are doing and give you advice on how to get local coverage.
- DO: Make use of our supporter blog. Send us some pictures and we'll tell all our supporters about what you're doing at http://www.actionaid.org.uk/102284/blog.html.
- DO: use social networking – facebook/twitter/myspace

# GOOD LUCK!!

Photo Greg Funnell/ActionAid