

# Planning a fundraising event



## Choosing a date is critical

We're all busy people, so you need to find a date that is best for you and others involved to have your event.

Don't forget that depending on the type of event you're planning, you'll require time to put it together and to maximise the opportunity to raise funds for Sewa UK.

Also, take into consideration other events that may be taking place at the same time, this may have an impact on your efforts.

## Budgeting

You should prepare a budget, which in simple terms involves making a list of what expenses you will incur and also the money you may raise.

Don't forget to include all the costs you may incur, some of the main areas of expenditure normally are: venue hire, catering, printing of promotional materials, entertainment, postage etc.

Consider approaching potential donors to sponsor your event or donate goods, which will reduce your costs.

Keep a tight watch on your budget by ensuring you have regular review meetings.

The biggest challenge is to plan when things need to be paid. Obviously, unless you have money or donations already in your bank account, how will you pay for expenses?

## Publicity

Unless people know about your event, how will they know where to turn up or to donate? It's important to let people know, so you may wish to consider writing a letter, creating a flyer or poster, sending an email, creating a facebook page, sending text messages to your friends – basically any method that helps you get through to your friends, family and others should be used.

We can help you create sponsorship forms, gift aid declarations, provide collection tins etc that will help raise the profile of your event.

In order to add more sparkle you could also consider printing t-shirts, balloons to decorate your venue, banners etc.

## Equipment

What do you need? Write a list so you don't forget anything.

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## Helpers & volunteers

You'll probably need help, so create a list of the things you need done. This will help you in working out how many volunteers you'll need.

## Contingency plans

What if it rains? Do you have a Plan B? Are there extra resources or emergency cash available on the day? Don't be afraid of cancelling or postponing an event if necessary.

## It'll be alright on the night!

Write a checklist of all the things you need to do so you don't forget anything. Double check your equipment, brief your volunteers and arrange some refreshments.

Decorate the event venue with balloons and display any merchandise you have.

If possible, announce the anticipated amount raised from the event, reminding everyone why the money is being raised and say a big THANK YOU!

## After the event

It's important to thank everyone who helped you on the day of the event.

At the earliest possible opportunity please send us the funds you raised with your sponsorship forms to our office - 1100 Stratford Road, Hall Green, Birmingham, B28 8AD (cheques made payable to Sewa International).

The quicker you send your money in, the quicker we can put it to good use.