Running a Fundraising Event

November 2023 Online Meet-up

with

Tom Chambers,
Kat Kalatey,
Jenny Le Masurier,
& Vicky Royle

project
TRUST *since 1967*

Meet the Panel

Tom Chambers

Fundraising Support
Coordinator

Kat Kalatey

Volunteer & Schools
Coordinator

Jenny Le Masurier

Volunteer & Schools
Coordinator

Vicky Royle

Volunteer & Schools
Coordinator

project
TRUST
since 1967

Running a Fundraising Event

- Creating a concept

- Making the arrangements

- Running the event!

project
TRUST
since 1967

Creating a Concept

the core of the event,
considering a theme,
and linking this to a community

Core & theme

- Event type (entertainment, sponsorship, sales, services)

- Have a clear focus, or core, <u>first</u>
  - What will attendees <u>do</u> at the event?
  - How will this raise funds for you?

- Then add themes or hooks to get people excited!

project
TRUST
since 1967

# Link your concept to a community

- Think about your target audience (community!) **–** who will want to attend?

- Events are a lot of work, so make sure there is interest

- You can ask the community for the concept in some cases!

project
TRUST
since 1967

To summarise...

- Any event plan should have target communities in mind

- Create the focus or core of the event first

- Add themes and personalisation

project
TRUST
since 1967

Making the arrangements

where and when,
approaching vendors,
and promoting & ticketing
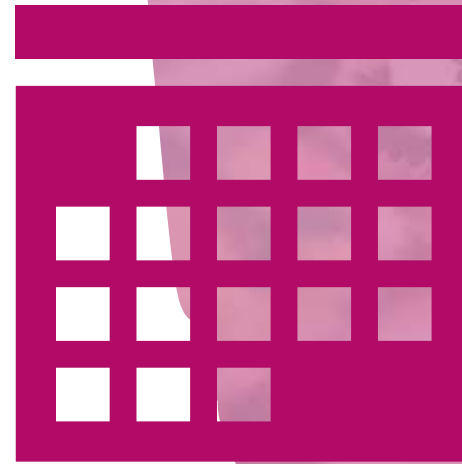
Where & when

- Choosing a suitable venue is the first essential step
    - This may dictate the date!
    - Consider fees & limitations (licenses, etc.) – ask!

- Venues may need booked <u>months</u> ahead of time

project
TRUST
since 1967

Vendors & professional services

- Make a list of the elements your event requires; e.g. for a Ball:

    - Band and/or Music & DJ

    - Food (& appropriate licenses if you will offer alcohol etc.)

    - **Extra entertainment (raffle prizes, refreshments, photographer, …)**

- Decide which of these you can sort yourself and approach vendors or professionals for the others

project
TRUST
since 1967

To summarise...

- Start with a place, date & time

- Approach any other professional services you need early

- Advertise actively (posters, social media, emails) and if ticketing, make these easily available

project
TRUST
since 1967

Running the event

timings & helpers,
maximising your efforts,
and practical considerations

Timings & helpers

- Plan how your event will look, including <u>extra</u> time

- Think about what needs to happen and how many people are needed **–** if in doubt, ask more people for their help!

  - Remember to thank anyone who helps you during the event

  - e.g. a quiz night with refreshments and raffle needs minimum 3 people: 1 running the quiz; 1 behind refreshements stand; 1 selling raffle tickets throughout.

- Consider access (e.g. parking)

project
TRUST
since 1967

Maximising your efforts

- An event will take a lot of effort to organise, so make the most of the gathered support!

- In addition to the core aspect, take every opportunity for extra funds (e.g. add a contest, a raffle, a refreshments **stand, ...)**

- Organising 2 events will be twice the work of organising one with lots of extras and bonuses!

project
TRUST
since 1967

To summarise...

- **Have a clear idea of your event's timings**

- Make sure there are enough people to help you

- Make the most of the time you have!

project
TRUST
since 1967