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Form a planning committee

Running an event is a team effort and forming a committee upfront can help you delegate tasks and cover every aspect of your fundraising event.

Setting your objectives

Before you can rush into planning your event, you need to know what you are aiming for, and which tools can help you get there. To do so, you need to decide your objectives:

- What do you want your event to achieve for your organisation?
- Will it raise the profile of your group?
- Are you aiming to raise money?
- Who will your target audience be?

Budget

Before you start booking anything you need to decide your income and expenditure budget and make sure you monitor all costs carefully.

Top Tip

Make sure you consider all your costs, so that you don't end up with nasty surprises along the way.

Expenditure to consider:

- the venue
- publicity
- hire of equipment
- decorations
- entertainers/speakers
- prizes, refreshments, face paints, art materials

- transport
- phone bills, postage and other admin
- insurance
- first aid equipment and volunteers
- fees for licences and permissions

Then plan how you are going to cover them:

- entrance fees
- grant funding or sponsorship
- raffle
- sale of refreshments
- money-making sideshows and stalls
- charging stallholders or catering suppliers

Top Tip

Sponsors can help you cut event expenses, raise awareness for your event, and provide in-kind donations. Partnering with sponsors can help you build relationships in your community and receive a higher profit.

Venue

Determine your date and venue at least 6 months in advance of your event. This will give you time to plan and successfully market your event. When you pick a venue, you will need to do so thinking about the format of the event. Things to consider are:

- Size.
- Layout
- Cost
- Parking

- Transport Access
- Sound and lighting
- Permits and licensing
- WiFi access

You should do what you can to ensure that disabled people can take part in your event. For example, if possible, choose a venue which is accessible for wheelchair users, and provide a British Sign Language interpreter for speeches and performances. Put information on your publicity about how accessible your event will be, so that people will know in advance if their needs are going to be catered for. You could also invite people to contact you in advance if they have a particular access need, so that you can adjust your plans to make the event accessible for them.

Date

Your date will in part be determined by the availability of the venue you choose. You will need to consider dates that will attract the most attendance from your supporters. Weekends are generally best because more people can attend; just be sure that your event doesn't overlap with any major holidays or competing events.

Transport /Parking

How will people get to the event? Make sure your publicity gives details of public transport and parking. Will you need to put up signs in the surrounding streets to make the event easier to find?

The plan

Creating a plan that includes all the main dates and deadlines can help clarify how much work there is to do, and when each bit of work needs to be done.

You will also want to create a plan for the day itself. Things to consider are:

- Where will everybody be on the day? What will each person be responsible for doing?
- Are all the jobs covered, or do you need to do a last-minute ring round to fill some gaps?
- Have you set up all the admin (forms/paperwork) that will be needed on the day? e.g. forms for writing down money you take in, photo consent forms, etc.
- How will equipment and volunteers get to and from the venue?
- Will you be able to take hired equipment directly to and from the event, or will it need to be stored?
- Who is responsible for money on the day?
- Will you need a lot of change? If so, contact your bank at least a week in advance and ask them to put some aside for you.
- What will happen if it rains?
- Do you have enough time, materials, and people for setting up and clearing up?

Marketing

Once the details for your event have been decided it is time to drum up interest. The more people you tell the more donations you will attract.

Social Media

It has never been easier to connect with family, friends and colleagues and to call on their support. By using social media sites such as Facebook, Twitter and Instagram you are now able to reach a large audience with the touch of a button.

Facebook is a fantastic way to help promote your fundraising activities. You can create events, post updates, photos, videos, and links to your online donation page.

With regular 'tweets' on **Twitter** you can promote your fundraising and keep your followers updated on your progress.

Don't forget **Instagram** to! Photos are a great way to raise awareness and increase engagement with your cause.

Posters and Flyers

Spread the word about your fantastic activity by creating posters and flyers and putting them up around the community, on noticeboards and in local shops and supermarkets.

Write a Press Release

The local media are often looking for stories about people who do extraordinary things. The best way to get noticed is to write a press release and email it to the editor of your local paper or radio station.

What's on guides

Local newspapers and websites usually have a section listing events. Contact the editor or the website and ask for your event to be included.

Promote your activity in your email signature

Change your work and home email signature to include information about your event. This is a great way to raise awareness of what you are doing to lots of people.

Health & Safety

The safety at your event is paramount and there is a lot to consider:

Food hygiene

If you are handling or selling food, you must do so safely. If you are using a catering supplier, you will need to ensure that they are licensed. Get the latest food hygiene regulations at www.food.gov.uk

Public liability

When you organise a fundraising event, you are responsible for making sure it poses no risk to others. You should check with your insurer that your public liability cover covers the event you are planning. Resources that you may use for some events, such as burger vans, bouncy castles and ice cream vans, should all come with their own public liability insurance. Ask to see copies of these before agreeing for them to come along to your event.

Data protection

Be aware of data protection if gathering contact details or taking photographs. Ensure that you have permission to use photographs.

Raffles and lotteries

Raffles, lotteries, and prize draws are all governed by legislation – so before holding one and spending money on getting tickets printed, please check out the rules at www.gamblingcommission.gov.uk. Also, be aware that lottery laws cover any events which are purely down to luck or chance, such as duck or balloon races even.

Licenses

Contact your local authority to find out whether you need to obtain any special licenses (e.g public entertainment, collection, or alcohol licenses). If you are holding an event in a public place, you must have permission from the council or landowner

Collections

It is illegal to carry out house-to-house or public street collections without a license. If you want to do a collection on private property e.g train station, supermarket etc. you must get permission from the manager.

Risk Assessments

Identify any hazards and risks at your activity and assess what you will need to consider. Ensure you have adequate first aid available for the size of your event. If you are not sure, check with your local council for advice.

Cash Handling

Cash should be banked as soon as possible. Unsecured cash MUST never be left unattended or in an unattended environment. Cash not banked immediately should be placed in a safe place and never left overnight in a vehicle. Money from events should always be counted in the presence of two people. Please refer to the [Chartered Institute of Fundraising Guidelines on cash handling](#).

On the day

- Take photos and record feedback from participants, stallholders, and volunteers.
- Give volunteers support and encouragement, and make sure everyone gets a break.
- Keep track of money in and out.
- Enjoy yourself!

Top Tip

If you have organised a fundraising event with different stalls/activities, you might want to count takings from the different stalls separately, so that you know which activities made money and which did not do so well. This will help you make a more accurate budget for your next event.

Post Event

Remember that hosting a successful event does not finish the moment your event does. Now, it is time to consider things like sending out post-event attendee surveys to find out what worked, debriefing with your team and sponsors, and creating a report to capture ROI and other key data.

Further Information and website links

Planning your event

The **Government Website** has a helpful [Guide to planning a Voluntary Event](#) as well as further information on [public liability insurance](#).

The Chartered Institute of Fundraising have useful resources on best practice for organising fundraising events that can be downloaded from [their website](#)

Gambling Guidance

If you would like further information on the rules around Fundraising and Lotteries please visit the [Gambling Commission Website](#).

Food Safety

For further information on Food Safety at your event visit the Food Standard Agency [guide to providing food at Community and Charity Events](#)

Health and Safety

For more information on Health & Safety visit the <http://www.hse.gov.uk/> website where there are [guides to event management](#) and [risk assessments](#).

Local Safety Advisory Groups

SAGs should be established for those major events that require detailed planning and a co-ordinated response from the emergency services and the Local Authority.

The groups should comprise representation from Police, Fire and Rescue, Ambulance and Local Authority and ought to liaise with event organisers in the interests of public safety.

Whatever information you seek, you must always remember that you, as the event organiser, remain fully responsible for the safe planning of your event. If in any doubt seek further advice, and do not attempt to undertake any activity for which you do not have the necessary experience or expertise. If you are planning your first event, start with something simple and once you have successfully achieved that, you can set your sights on something a little more complicated in the future.

To find out more about the Safety Advisory Group for Buckinghamshire visit the [Buckinghamshire Council Website](#).

Planning accessible events

If you're planning an event, there are loads of reasons to promote inclusiveness, after all you want people to attend and enjoy themselves. For people with a disability, it can be difficult to find accessible events.

This [useful guide](#) by Function Central helps ensure your event is accessible for a wide audience. It guides you through from how to communicate with your audience from their point of booking, to how folk will move around the event. With simple hints and tips, to run a better event for everyone.

Further Support

Community Impact Bucks provides regular information on training and events via regular newsletters with updates on the voluntary sector and relevant Bucks news - sign up to be a member now at:

www.communityimpactbucks.org.uk/membership

Community Impact Bucks also has a dedicated funding webpage:

<https://communityimpactbucks.org.uk/funding/>

For further information contact: frankie@communityimpactbucks.org.uk

Community Impact Bucks offers support to charities and groups. If you would like to book an advice session to discuss your governance, funding or volunteering needs please visit: www.communityimpactbucks.org.uk/events

Or if you would like to view our online resources please visit:

www.communityimpactbucks.org.uk

