

## **Organising a Fundraising Event Tips**

- Choose an event or activity that you and your friends will enjoy.
- Do something unique that you would want to participate in yourself!
- Don't overcommit yourself – involve others, or put together a planning committee with the range of different skills and connections you'll need.
- Pull in volunteers to help on the day so you can relax and enjoy your event. No-one likes to be greeted at an event by a stressed-out organiser!
- Check calendars for any date clashes – [itson.co.nz](http://itson.co.nz); [eventfinda.co.nz](http://eventfinda.co.nz) etc. If there's a big All Blacks game that night you might have trouble getting people along! Consider public and school holidays.
- Think about seasonal issues – heat/sun in summer; cold/rain in winter. Plan for bad weather if it will affect your event – will you cancel or have a back-up date/ venue?
- Pick a date that gives you enough time to plan, prepare and promote your event.
- Book any equipment, venue or hire items early and do ask if they will offer a charity rate or if you can get it donated in return for their businesses name promoted in any media coverage and signposted at the event.
- Try to get catering, prizes and other items donated if possible. Talk to us about this, we can help with some catering options.
- Think about getting venue or equipment hire sponsored by a third party – remember any costs you can reduce will increase your fundraising income.
- Permits may be required if you are holding an event in a public space or soliciting donations on the day.
- Be realistic about the number of tickets you'll sell or people who will participate in your event.
- Aim to raise a minimum of four times as much as you spend – make sure it's worthwhile for all your time and effort going into the event.
- Make sure if you are collecting funds at an event that you have safe storage and security measures in place.

## **Promoting your event**

- People support people, not events. Use your own contacts, colleagues and personal networks – set up a Facebook event or Tweet about it if that's your thing. Get other people to share event information and encourage others to come. Don't be shy - advertise through your sports club, community organisations and workplace.
- Ask us for our list of known poster display points, community signage and advertising opportunities.
- We'll help promote your event through Hospice's Facebook page, website and networks, so pass on all relevant advertising information and we will help you promote the event.

- The media prefer a media release to work with rather than just an invitation to cover an event. Think about a good 'angle' or point of interest for your media release – are three brothers or a mother-and-daughter team entering? Is it the first time your fundraising movie is premiering in Gisborne? Give the media at least one-week's notice of any desired media coverage or photo opportunity.

- How will you sell your tickets? There are online websites such as Eventbrite.com that are easy to set up for your event. For face-to-face ticket sales, a local retailer might be willing to sell on your behalf. If you are offering door sales, make sure you have a float organised and make it clear in advance if it's cash sales only.

#### **Added value**

- Think about extra things you can add to your main fundraising activity to bump up the donations - would a raffle, auction or food stall work?

- If you are going to sell or provide alcohol (even a bottle of wine in a raffle prize), make sure you understand and comply with all sale and supply of alcohol rules

- Run a collection during the event if it's appropriate.