



A recreational facility for disabled children, their families, friends and schools



Successful fundraising events

Events are one of the many different ways you can help to support Thomley. Organising an event can be a lot of fun but the key to a safe and successful event is careful planning.

How we can support you to support us . . .

We want you to make the most of your fundraising activities and opportunities. We can help make your fundraising easier by providing:

- Information and advice on fundraising issues and procedures
- Up-to-date information about our work
- Thomley leaflets and posters

To safeguard Thomley and yourself, we request that you follow these guidelines:

- Act professionally on behalf of Thomley and always in our best interests.
- Make sure you understand and correctly communicate what Thomley does to support disabled children, their families and friends – if you are not sure please give us a call. We need to approve any information written on Thomley before it is circulated or printed.
- Please read Thomley's information on keeping your event safe and legal (*events help sheet 2*).

Your checklist for organising your event . . .

Ask yourself...

- **What is your event about?** Consider if this type of event has been successful before? Think of what outcomes you can expect from your event – whether it's raising much needed funds or spreading the word about Thomley. Make sure your fundraising goal is achievable but set your sights high. Stay focused on your target amount, and consider it a challenge!
- **Is your idea cost effective?** As a small charity Thomley has no budget for events so calculating yours at the start is vital. You need to cover your costs through the income raised and working out a simple budget will enable you to consider how viable your event is. Thomley does not want you to end up out of pocket so make sure you include all the costs you expect to incur and estimate how much money will come in. If you are spending money keep all your receipts - by keeping a record of money spent and received you will have an idea of how the event is going as well as who you need to thank.

☞ *See our budget example to help with your planning (events help sheet 4).*

☞ *Keep expenses to a minimum and try to get items or services donated. Keep an eye on other local events organised by other people which you could perhaps get involved in to minimise your costs.*

- **Have you secured a date?** Fix a date sooner rather than later and allow yourself plenty of time for planning. Choose a date that is best for you and your supporters and think how much time you will need to organise it. Try to avoid competition by finding out when other events may be happening.
- **Is there enough time?** (e.g. to display posters, sell tickets or collect sponsorship) Think about how you are going to reach people and promote your event.
 - ☞ Write a checklist of all the things that need to be done and draw up a timeline; use these together to help plan the run up to your fundraising event.
- **Do you need a venue?** Choose a venue that is large enough and has all the required amenities. Have you considered access and facilities for disabled people? If you want to sell alcohol or have live music, make sure it has the necessary licenses and allow time to apply. See our sheet on keeping your event safe and legal for advice (events help sheet 2).
- **Do you have enough support?** Choose an event that you and your friends will enjoy doing, and take into account the resources you have available to you. Think about what support you will need and where that support will come from. Work out who you will need in your organising team to help you with your event and think about who will be responsible for what.
 - ☞ Write down all the people or groups you know that might be able to offer you some help - e.g. local companies, nearby pubs/clubs, local schools/churches, friends and family.
- **What publicity and fundraising materials will you need?** (e.g. raffle tickets, information about Thomley etc). Who will be responsible for producing these? Remember to add any costs into your budget.
 - ☞ In all of your fundraising materials you should make it clear that you are fundraising in aid of Thomley but are not representatives of the charity and also include our Charity registration number: 1089224.
- **Have you thought about legal and safety issues?** You will need to consider health and safety regulations, insurance and make sure your event complies with procedures. No matter what type of event you are planning, there will be legal and safety issues that you will need to consider; make sure you read our information for advice and links to websites with more information (events help sheet 2).

After your event . . .

- Make sure you thank everyone that was involved in your event and let them know how much was raised.
- Let us know how it went and send us your pictures. We may feature your event in our newsletters and website.
- All funds should be sent directly to Thomley within 8 weeks of collection. The quicker you send in your money, the quicker we can put it to good use!
- We would like to hear about your event successes and the less successful bits!
N.B. Please let us know immediately about any serious incidents so together we can limit any damages.

For more information read the document about events on the Institute of Fundraising website. Just go to - www.institute-of-fundraising.org.uk/informationaboutfundraising/forfundraisers/howtofundraise/fundraisingstrategy

Thank you for your support!

To have an informal chat about any of the above or to discuss your fundraising ideas please contact:
Ruth Dickson on 01844 338 380 or ruth@thomleyhall.org

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www.thomleyhall.org - Charity registration no. 1089224