

Fundraising Events Action Plan				
		Action	Who	Deadline
Why are we holding events?	<i>It is good to have a focus and know what you want to get out of your event(s)</i>			
<ul style="list-style-type: none"> Raising awareness 	<ol style="list-style-type: none"> Who will be invited? Some schools encourage charitable activities, is there one in your area that may want to organise an event? You are raising their awareness and so they may be potential future supporters (Speak to Head Teacher, try and fit in with the school curriculum). How will you advertise it? Good publicity will also raise funds. Take photos on the day and send to local media if they can't come. 			
<ul style="list-style-type: none"> Need the money 	<ol style="list-style-type: none"> A good ratio is three parts income to one part expense. Have you considered an online fundraising page? Can donors be asked for Gift Aid? 			
<ul style="list-style-type: none"> Community involvement 	<ol style="list-style-type: none"> Some companies may match what you make. Ask colleagues and friends if they think their employer may consider this. Find out if you can place an article in staff newsletters; display a poster on staff notice board etc. Can you tailor your activity so that your donors may also like to be sponsored in aid of the group? 			
<ul style="list-style-type: none"> Other 				

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What event?	<ol style="list-style-type: none"> 1. Who will help plan it? Enlist help or set up a small group. 2. Choose an event that is not too extravagant (especially if you have not done many before.) Simple ideas often work best. 3. A few smaller events can sometimes make more money than one huge event. 			
Where?	<ol style="list-style-type: none"> 1. Do you need an entertainment licence? 2. Is there adequate parking? 3. Is there disabled access? 			
When?	<ol style="list-style-type: none"> 1. Have you allowed enough time to plan and advertise it? 2. Schedule actions and tasks along the way - small chunks are easier to cope with. 3. Will it clash with anything else planned in the area? 			

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Health and safety	<ol style="list-style-type: none"> 1. Stay safe check that you are acting within the law and have insurance if necessary. 2. Does it have any impact on the environment? 3. Ensure you have fully briefed all volunteers/staff. 			
Other	<ol style="list-style-type: none"> 1. Local groups like Rotary or Lions often fundraise, or organise events for charities – check what your responsibilities/liabilities are. 2. Can things be donated or sponsored to keep costs down? 3. Always have two people to count the money at the event. 4. Thank people afterwards. 5. Let people know how much you raised. 			
Other considerations				