



Fundraising Events Checklist

1. Why are we holding the event?
 - To raise awareness
 - To raise money – a good ratio is three parts income to one part expense; can things be donated or sponsored to keep costs down? To involve the community
2. What event? – take into account your answer to Q1
3. Choose an event that is not too extravagant (especially if you have not done many before.) Simple ideas often work best and smaller events often make more money than one huge event.
4. Who will help plan it? Set up a small group.
5. Where will it take place? Check accessibility, parking or public transport.
6. When?
 - Have you allowed enough time to plan and advertise it?
 - Will it clash with other events?
7. Who are you targeting? How many people?
8. How will you advertise it so that enough of your targeted audience know about it?
9. Ensure you have recruited and fully briefed all volunteers/staff. (Always have two people to count the money at the event.)
10. Check that you are acting within the law
 - You need to consider regulations about health & safety, food hygiene, entertainment licensing etc
11. Find out what insurance you need.
12. Will you have any impact on the environment or on traffic?
13. If you're organising a sponsored activity, can donors be asked for Gift aid? Have you considered an online fundraising page??
14. Ask colleagues and friends if they think their employer may support the event. Find out if you can place an article in staff newsletters; display a poster on staff notice board etc.
15. Some schools encourage charitable activities, is there one in your area that may want to organise an event to raise money for you?
16. Thank people afterwards
17. Send coverage to the local media and let people know how much you raised.