



Organising your Fundraising event

Deciding what to do – what, when, where, who?

What is the main theme, what extras can you include to create interest and raise extra money for victims of crime?

For example, if you are planning a pub quiz, perhaps ask the landlord if they could donate 50p per pint or include food for cost price and you charge teams extra. Include a raffle and bonus round where you have a special prize and entrants donate an extra £2 to enter.

When will be the best time? Ensure you leave time to plan and raise money beforehand. What else is happening around that date which might affect your plans?

Where – Get a free venue, perhaps your home, school, work, the park, local pub function room or church hall.

Who – Think of who you expect to come, how will you invite them and market your event? ie invitations, word of mouth, email, posters, promotion by press or radio, facebook, school or work newsletter. Plan your budget (download our fundraising pack for a budget template).

Remember, you can get lots of stuff for free. Contact the Fundraising Team for a letter of authority for your event.

Venue – Try pub function rooms, hotel function rooms, church or school halls, all will usually provide for free or cheap.

Food and drink – Ask supermarkets, local wine merchants, bakeries etc if they can provide a voucher to help you buy supplies. You can offer to thank them on the day by displaying a sign.

Raffle prizes – Pop into your local high street shops to see if they can offer a prize, local spas, health clubs, golf clubs, and restaurants will also often give a voucher if you offer to promote them on the day, perhaps display their leaflets.

Friends with skills – Know anyone with a PA system, DJ, face painter, massage etc? Call in favours to make your event special and charge punters for use.

Stalls – Ask people to donate unwanted things in the lead up to your event, for example, random bottle stall always goes down well (could win shampoo or champagne), donate a piece of art, old clothes, books, dvds, crockery etc.

Entertainment – Again, if you are organising a fete or ball, often people will play for free, ask a band you know or contact the local youth orchestra or choir to perform at your event.

Promotion – Don't forget to promote your event! If it's local it might be worth getting posters or flyers produced to put up in your area (Chris Davies can help with design), create an event on Facebook and share, you may even want to let your local paper know the details if you are open to the public. Give yourself time to promote and sell tickets!

After your event

Congratulations! All your hard work has paid off but don't forget to thank everyone who volunteered, donated prizes, sponsored or participated in your day. Let them know the final total raised and how that money will help those affected by crime.

Hot off the press – your event was a success! Contact your local newspaper with a press release, the final total and pictures.

Get in touch

We are here to help you plan and make your event a success so please get in touch!

fundraising@victimsupport.org.uk