

## **Top fundraising tips**

So you've decided to organise your own event to fundraise for Hope Against Cancer – what next? Our simple guide will help you make sure everything runs as smoothly as possible.

### **Planning your event**

#### **Choose the date, time and venue carefully**

Before organising any event, you need to make sure the people you hope to attend will be able to come! Have a think about other events which may be happening at the same time, such as a local gala or the FA Cup Final, and try to avoid a clash. Choose a venue that's the right size and has the right facilities for your event. Have a hunt around for the best deal!

#### **Work out your budget**

Tot up the costs of your event, and then take into account your potential income, including entry fees, individual and **corporate sponsorship\*\***, donations and collections on the day, raffle ticket sales, auction donations, programme advertising and refreshment sales. People can be very generous, so try and get as much as you can for free.

\*\* Remember that Hope Against Cancer work already with local companies, so ask us first about what/how you might approach companies.

#### **Delegate tasks and organise resources**

Make a list of everyone you know and cross them off as you ask them for help. Different people can help in different ways. If you are planning a big event, make a list of all the tasks that need doing and make a note of who will carry out each one. Write down everything you will need on the day and in the lead up to the event. A timetable is always a good idea.

#### **Sponsorship**

Companies can help you with a donation, items for raffle prizes or publicity for your event. Your own employer may be willing to match what you raise, thereby doubling your grand total (it's tax deductible for them, and may be a good PR opportunity). Make use of any internal communications such as a staff magazine, email, intranet and notice boards. Tell them about Hope Against Cancer and why we need their money.

#### **Let us Know**

We are a small team but we'll try to help you as much as possible. We have collection boxes, stickers, banners, sponsor forms, T-shirtsetc! We can also provide advice on legal issues – remember that you may need to contact the local council or police about your event, and if you plan to collect in public, you may need a licence.

## **Publicity**

You've organised your event, so now it's time to shout about it! There are many ways to let people know what you're doing. Here are just a few ideas.....

### **Get in touch with your local paper or radio station**

Newspapers love local stories about local people, and even if you don't think you are newsworthy, they might. If you need help, we have a Press Pack.

### **Distribute posters and fliers**

This is a very cheap way of spreading the message. We can provide you with blank Hope Against Cancer branded posters for you to write your own details on. Remember to include our Registered Charity Number (1091480) on any printed materials.

### **Word of mouth**

Networking can work wonders when you're planning an event, so tell everyone you know. Why not offer to give a talk to local community groups?

### **On the day**

There will be lots of things to think about on the day, so depending on the type of event you are holding. Here are a few to get you started:

- Direction signs and marshals
- A safe place for keeping cash
- Parking and access
- Toilets
- Shelter, whether it rains or shines!
- First Aid
- Volunteers

Remember – the main thing is that everyone enjoys themselves!

### **Important information**

It is very important that everyone involved in fundraising for us does so in a responsible and legal manner. We also ask that any monies raised in aid of Hope Against Cancer are sent to us within three months following your event. Please note that there are legal requirements regarding certain events. If you are thinking about organising any of the following, please contact the office:

- Street collections
- House to house collections
- Alcohol sales
- Lotteries and raffles

Remember that if you encourage your donors/sponsors to Gift Aid their donation, we can claim back 25p of tax on every £1 they give.

Cheques, postal orders or CAF vouchers can be sent to:

**Hope Against Cancer; The Lodge; 208 Knighton Road; Leicester; LE2 3TT**