

# RUNNING EVENTS

## 1. What do you want to achieve?

Obviously, making money is the primary aim of any fundraising event. However, many more things can be achieved at the same time:

- Raise awareness of the work of Turn2us
- Attract further supporters to Turn2us
- Have fun yourselves.

## 2. Who will come?

Who do you want to attract to your event? Will it become an annual event? How are you going to get the names and addresses of those you want to invite? Should others be invited from:

- Your community - local 'notables' as well as friends and family
- Local businesses - useful for future sponsorship and building goodwill
- Consider joining forces with another charity, sharing lists and splitting the proceeds.

## 3. What type of event do you want?

Think about the people you have on your guest lists – what would they enjoy?

A public event such as a Gift Fair or Car Boot sale will attract new supporters. The more that attend the more you should be able to raise and the wider the publicity for Turn2us.

## 4. How can you keep people's interest?

People receive invitations to events throughout the year, so review the format with changing elements every time, such as the venue, a different speaker or entertainment.

## 5. Don't be shy!

Get in touch with another Committee: Turn2us volunteers have organised many different events and are happy to share their knowledge and experience with other committees. We have a list of events and organisers who have agreed to offer advice – call us to find out more.

## 6. Timing

In an ideal world you will need about 16 weeks to organise an event - count back from the proposed date. Invitations and reply slips (with Gift Aid declarations) need to go out about 6 weeks before the event. Printing should be ordered at least 6 weeks before it is due to be delivered to the Committee, with the venue and entertainment confirmed before draft print designs are agreed.

## 7. Delegate!

Do you have sufficient people to organise the event? Use the unique talents and experiences of your Committee members - and our staff - to best effect.

To spread the workload you may want to consider assigning individual responsibilities for:

- Overall organisation
- Ticket sales and administration
- Catering
- Publicity and Printing – we can help with these.

## 8. Don't forget

Safety - people can, and will, hurt themselves in the most benign of environments.

Have you drawn attention to the risks i.e. 'mind the step' etc.?

Food preparation - be aware of nut allergies and refrigerating fresh food when necessary.

Alcohol and entertainment now require a Licence

Lavatories, catering, parking and car park attendants, signposts?

## 9. Promotion

### Invitation lists

Make sure your database of contacts/target audience is up-to-date. You could enclose a change of address sheet with the invitation, so that you can update your list after the event.

We can help with databases and advice on data protection.

Communicate with your target audience by letter and invitation. Give an application deadline (or you may find yourself with an

unexpected extra 20 for luncheon), send out reminders, and make follow-up calls. You might add incentives for early bookings

such as a discounted rate.

### Tickets

If it is an all ticket event, try to ensure that every Committee member undertakes the sale of a certain number of tickets – and that every ticket is numbered.

Recognition

Make sure everyone knows this is an Turn2us event with our logo, badges, place cards, banners, and signposts. We can supply all of these.

## Press

If the event is 'open', publicise it beforehand through announcements in the local press and radio, local websites and social media. Distribute flyers and posters through committee members and local companies.

We can help with all of this. A post event press release and photograph will raise awareness for Turn2us.

## 10. Budget

- Keep costs down as far as possible, but 'don't sink the ship for a ha'pence of tar'!
- Aim at an expenditure to income ratio of 1:3.

**income £3 - expenditure £1 = net profit £2.**

- Work out fixed costs (like venue and music) and variable costs (like meals, number of chairs, etc.).
- Allow for contingency. Adding on 5 - 10% of your total predicted costs should sufficiently cover any hidden costs.
- Calculate break-even point - this is based on the number of tickets you need to sell in order to cover fixed costs.
- Get estimates for venue, catering, printing, beverages, publicity, etc. and choose your suppliers with a mind to value for money.
- Think about adding other sources of income such as adverts in sponsorship, gifts in kind programmes raffles and auctions. Don't forget to ask for a gift aid declaration on any donations.

## 11. Please remember

- To inform Turn2us so that we can arrange for appropriate insurance - and name all those 'roped in' for the day, so that they are covered too.
- Insist on a letter of agreement or a contract with all suppliers. Make sure it includes a break clause, which will allow you to withdraw from the agreement up to a certain date, preferably without payment.
- If you are in any doubt concerning the above, please check with us.

## 12. After the event.

Thank everyone who has helped, particularly husbands and wives of Committee members - a card or note is always appreciated.

Hold a post mortem - often a very useful guide to the next event.

## EVENT 'WASH-UP'

Date: \_\_\_\_\_

Venue: \_\_\_\_\_

Cost: £ \_\_\_\_\_

Organiser/Committee: \_\_\_\_\_

Number of guests target: \_\_\_\_\_

Number attending: \_\_\_\_\_

## Mailings

Postcode analysis – where did guests come from: \_\_\_\_\_

Date of first mailing/invitation: \_\_\_\_\_

Other promotions: \_\_\_\_\_

Which promotion got the best response: \_\_\_\_\_

Ticket prices: £ \_\_\_\_\_

## Questions to ask:

How did it go on the day?

What were the difficulties before and on the day?

What worked well?

Complaints - if any?

Was the price right?

Was the budget realistic?

What did the event achieve in terms of fundraising, raising awareness, press coverage, comments from those attending?

Was the marketing effective?

How many guests attended? More or fewer than you expected?

Did you receive a significant amount in donations?

Were your attempts at raising sponsorship successful?

## Relationship with outside partners:

- Caterers
- Suppliers
- Printers
- Venue
- Celebrities
- Other

Would you repeat the event and, if so, when? If not, why?

Write down recommendations for your next event.

Fill in the Events Account Form using the Guide.