

Top tips for a successful fundraising event

To help ensure that your fundraising event is a winner, we are delighted to provide some top tips, followed by a step-by-step guide to setting up your event.

Know your audience

Who is the target audience for your event? Is this a general fundraiser where everyone will be invited, or is this event geared towards a specific group? In short, you should decide who to target or invite and then figure out what will make them want to take part.

Know the competition

People can be just as precious about their social time as they are about their money so your event needs to stand out from the crowd. People are unlikely to go to the same type of event twice, so what are the unique selling points of yours?

Choose wisely

There are a huge range of events you could hold, from pub quizzes and comedy nights to gala dinners and bake sales. Use our step-by-step guide to identify those that would work best considering your time and resource.

Budget for success

Remember to take your costs into consideration when planning your event. Your event plan should contain a budget listing all your projected expenditure. It should also include your fundraising goal, to ensure you raise that amount above and beyond all expenses. Be sure to leave a little extra room in your budget for unforeseen costs.

Sell sell sell

Next you have to market the unique selling points of your event to your target audience. There are a whole host of obvious means of marketing including word of mouth, social media and posters, but try to think outside the box to get the word out about why this event should not be missed!

Step 1: Idea generation

To get you thinking of ideas that might work for you, why not brainstorm with friends or colleagues to identify small / medium / large-scale events? Then you can decide which is most appropriate considering your time, resource, budget and contacts.

Small-scale events

Think of events you could run in your house or place of work, like a murder mystery evening or a film night. Write down your top three below:

1. _____
2. _____
3. _____

Medium-scale events

Think of events using venues where you might be able to involve people beyond your own network, like a pub quiz, comedy night or 5-a-side tournament.

1. _____
2. _____
3. _____

Large-scale events

Think BIG! Events such as gala dinners and gigs can bring in a significant return, but you will need lots of time, budget and contacts to make them fly.

1. _____
2. _____
3. _____

Top tip

Struggling for inspiration? Check out our **Fundraising A to Z** which is packed with events you could run: teachfirst.org.uk/fundraise

Step 2: The shortlist

Once you have created a list of ideas you need to narrow your selection and pick out those you feel are most viable by going through the following prompts.

1. Is the event easy to set up and organise in the time available?
2. Does the event meet the workplace / school / host guidelines for fundraising events?
3. Do you have the resources and capacity to run the event (consider the size of the team working on it with you)?
4. Can you identify a target audience who would attend or participate in your event?
5. Is there a straightforward and easy way to fundraise through your event?
6. Are the costs involved low in comparison to the potential amount that could be raised?
7. Can you effectively promote the event in your workplace/school/local area/online?

Step 3: Event plan

Once you have selected the event that you would like to run, we recommend that you write up a detailed event plan. This gives you the opportunity to explore your idea further and identify any opportunities and challenges.

Event Name:

Proposed date/time:

Event venue:

Brief description of event and why you have chosen it e.g. what research has been done, why it will work and raise funds, target audience?

Promotion: how will you get people to come?

Competition: what similar events could compete with yours? How will you ensure that these events don't affect the success of yours?

What, if any, support or materials might you require from Teach First?

What, if any, additional support will you require from other organisations/individuals?

How much do you hope to raise?

What will the costs be for holding this event and what would your profit after expenses be?

**How do you plan to raise the above amount?
E.g. bucket collection, entry fee.**

Risk Assessment: what do you believe are the main things that could go wrong with this event and how will you overcome them?

Other things to think about

Good luck with planning and running your event! If you need any support, please don't hesitate to contact Rosita Helg in the Fundraising Events Team:

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