

Organising Your Event

So, you've decided you want to organise your own event to fundraise for The Sick Children's Trust, but where do you go from here? Our step-by-step guide should provide you with all the information you need to make your event a success!

Step 1: What kind of event are you going to organise?

You may have already decided the theme of your event, but in case you haven't here are some ideas for you:

- Fancy dress night
- Sports tournament (5-a-side football or ladies' tennis for example)
- Summer BBQ
- Pub Quiz
- Family fun day
- Gala ball
- Ladies' race night
- 'Come dine with me' style dinner party
- Christmas party
- Live band night

Step 2: How big is your event going to be?

Obviously the amount of planning you need to do will depend entirely on how big you expect your event to be. If it is a small coffee morning or dinner party at your house with some friends then not much preparation is needed beyond inviting your guests, organising food and thinking of some fun ways to raise money. On the other hand, if you are planning something larger then read on through the steps.

Step 3: Where are you going to hold your event?

Hiring venues for parties and events can be very pricey, so the main thing is to try and get yours for as little as possible. One way of doing this is to have your event at your own home (or maybe a family member's), but if your event is going to be too large for this, try to think of anyone you know who may have links to local venues (pubs, clubs, village halls, community centres etc) who can get you a cheaper deal. If not, mentioning that the event is for a charity may help you to get some money off!

If you are planning on having an event outside in a public area, you will need to obtain permission from your local council first.



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Step 4: When should your event take place?

Obviously this is up to you, but we would advise you start planning up to 6 months in advance if it is a particularly large event (you'll be surprised how quickly time flies!)

Step 5: Your budget

Before you start anything you should have a budget in place, detailing how much you think you will have to spend on things like venues, food, drink, decorations etc and how much you think you will raise. Be realistic and, where possible, always over-estimate your expenditure so that there are no nasty surprises at the end!

To boost your income, think about holding a raffle, an auction or a lucky dip and have prizes donated by local businesses. Plus, having a flat rate for tickets as entry to your event will guarantee you raise at least a certain amount.

Step 6: How will you publicise your event?

Now that everything is in place, you need people to attend. In order to market it properly, think about your target audience. If your event is just going to be for friends and family, it is appropriate to send individual invitations, whereas larger events that are open to the public may warrant an article in your local newspaper or posters put up in local shops. Any press attention you can get is also very good for raising awareness of the charity (contact our PR manager if you would like help with this).

Make sure you also make use of social networking sites, such as Facebook and Twitter, as these are a free and easy way of spreading the word about your event to your friends and family.

Step 7: Equipment

Do you have everything you need to hold your event? Think about sound systems if you are intending to have music and microphones if you are holding a raffle or an auction. In order to save money on hiring charges, see what the venue has to offer and ask around to see if you can borrow anything from family or friends.

Use the enclosed 'Materials Order Form' to order official fundraising equipment from The Sick Children's Trust, such as balloons, collection boxes, leaflets and posters.

Step 8: Safety

Any venue you may use will already be equipped with a first aid kit and will more than likely have someone on site who is trained in first aid. However, it is always a good idea to buy your own first aid kit and, in case of emergencies, make sure you are aware of where the nearest hospital is.

Step 9: Enjoy yourself!

Organising large fundraising events can be stressful at times, but remember that you are doing a fantastic thing for a very worthy cause and you should be proud. So, on the day of the event, try to relax and enjoy yourself!

Don't forget that our team are on hand to help you at every stage of your fundraising. If you have any questions about any of the above, or are in need of some advice, feel free to call us on 020 7638 4066 or email fundraising@sickchildrenstrust.org



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