

How to:

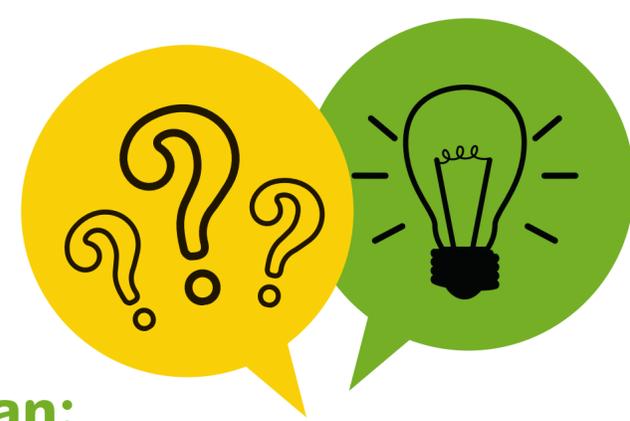
Organise A Fundraising Event



You don't need to be an expert event planner, you just need to have a passion for the work of Velindre Cancer Centre



Getting Started:



Decide on your event or activity:

If you haven't already decided on what event you would like to host, it's time to explore the options and choose an event you will be passionate about. It's important to also think of your audience when selecting your event and to make sure that your idea is something that will attract those within your area.

Need some inspiration? Our Fundraising Team are on hand to help with any ideas you may have and can offer some examples of past fundraiser events that have been successful.

Set a Budget:

Make a list of all your planned costs and income. It is always a good idea to set aside some budget for unplanned costs too so you're not caught out by an unexpected fee that can sometimes arise.

Next, make a list of extra ways that you can raise funds around your main event. For example if you're planning a band night, can you hold a raffle on the night or create a programme and sell sponsorship?

Collecting your Donations or Payments:

How will you be able to take payments for tickets for your event or donations for your challenge?

Cash and Bank Transfer:

If you would like to manually take care of ticket sales, we would advise encouraging all supporters to pay through the same method. This makes tracking participant payment much easier and also makes the final transfer to Velindre a lot quicker and smoother.

Go Digital:

If you are looking to sell your tickets online, there are many sites out there that will be of use to you such as Eventbrite, Ticket Source, Enthuse.com and Facebook. If you need any help at all choosing the right platform for you, please contact our team for some advice and guidance.

Please ensure that all costs are deducted from your final donation prior to transferring to the charity.

Make a Plan:

It is important to map out a plan for your event or activity. Begin by writing down everything you need to do or consider, before, during and after; whether it's registering for a race or booking a venue, creating an online fundraising page or sourcing raffle prizes etc.

Having a detailed plan or a to do list will help you organise your event and stay focussed.

For a larger event you may need to think about insurance, first aid or sourcing volunteers. For further information on event regulations please visit www.gov.uk for the latest guidelines or ask our experienced team for advice.

Market your Event:

Think about how you can market your event or activity to reach your desired audience. Social media is the best tool for reaching a wider audience and it's usually completely free. Using contacts you already have is also a great way to sell tickets and spaces quickly, think about who you know, what companies you have a link with or even contacts who can help promote your event.

If you're planning a charity ball at a hotel, ask the venue if they can share the event with their database or on social media.

Practice makes Perfect:

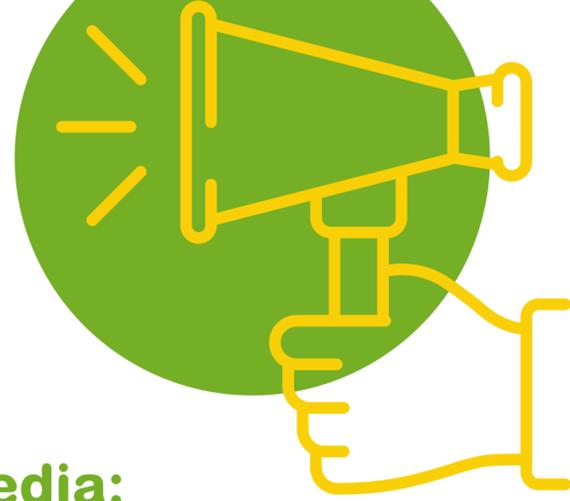
Whilst you probably won't need a full run-through of your event, it is essential that everyone who is helping you on the day understands exactly what their roles and responsibilities are, and how the day/evening is going to run.

Often, a step by step run through of the event can highlight any missed details or can raise some additional questions.

You can also run your event passed our Fundraising Team ahead of the main day to double check you've got everything covered.

If you are using any specific equipment then it is important to schedule in a 'Tech Run' which allow you to ensure all of the technical aspects of the event are able to run smoothly.

How to Promote Your Event:



Facebook:

Facebook is a fantastic platform for reaching new audiences and spreading your event far and wide. The first thing to do would be to set up a Facebook Event page with the event date, time and information on how to get involved.

Not only can you share this Facebook event to your page but can also invite your friends to take part. Your friends then invite their friends and soon your event is being shared far and wide.

Sometimes your events will need a little more of a push which is why we encourage fundraisers to share the event link into any local community group pages within your area. Take a look at what community pages are out there and ask if they will share your event.

Key Contacts:

Don't be afraid to ask Friends and Family directly. If you know someone who would be interested in the event you're planning then simply share the ticket link with them. Although social media is a great tool, it is very easy for people to miss content, so it is important not to assume everyone has seen the event page.

Other key contacts could be relating to the theme of your event, for example rugby themed events may be best promoted through rugby clubs or contacts.

Local Media:

Enlist the support of your local media outlets whether that be newspapers, radio stations or other community news groups. Don't be afraid to ask for help as most media outlets will be happy to help promote a good local event for a good local cause.

Other Social Media:

Twitter and Instagram are the two other social media platforms we would encourage you to use to help promote your event.

It is always a good idea to change up your content. Rather than sharing the same poster all of the time, try and give the audience a new image to look at every now and then.

For example, if you are hosting a raffle, try sharing some pictures of the prizes to entice more engagement. Other ideas would be to share insights into the decorations, planned entertainment, special guests to emphasise the unique selling points of your event and share a behind the scenes look etc..

Businesses and Groups:

If you have a high number of tickets to sell, it is often easier to target larger groups including businesses, community groups or friendship groups. Rather than selling one ticket to one person, try to recruit a team or group of people to attend together. Highlighting your event as a staff night out or social evening for a group of friends will encourage larger groups to attend making your job of selling the event much easier!

Ask Us For Help!

If you are struggling to sell your event, please get in touch with our Fundraising Team. We can help offer professional advice, share more hints and tips with you and depending on your event, we may even be able to help promote through our social media channels. We're here to help the best we can.

I was nervous about hosting an event but the Fundraising Team helped make it a fun, stress-free experience!



Post Event Plans:

Once your event has taken place, there's just a few things to do in order to tie up all of the loose ends.

It is very important to always say Thank You:

It sounds very simple, but we can often get caught up with the post event tasks and forget to say the very simple words... Thank You.

Whether it's thanking guests for attending your event, thanking donors for their generosity or evening acknowledging sponsors or volunteers for their contributions, it is incredibly important to share your thanks.

It's always a nice touch to let your supporters know how they have made a difference, how much money they have helped you raise and also how they made you feel. A Thank You on the evening of the event will go a long way and will encourage your participants to continue their support for future events or fundraising activities you host.

When your event is complete and your donations have been counted, we would also encourage you to share your final donation total with everyone involved. Our Fundraising Team can provide a personalised certificate, letter or social media post to help you share this news.

A small Thank You can make a huge difference to your ongoing fundraising and can help develop great relationships and friendships.

Time to make your donation to Velindre:

When you have collected in your donations, organised your payments and deducted your costs, you will then be ready to make your donations to Velindre Fundraising.

There are a range of methods available for paying in your event donations which are listed below, if you need any help choosing the correct method please contact our team.

Over the Phone:

We are able to accept Credit Card payments over the phone if your donations are being stored within your bank account. Call our team today to make your donation and receive an email receipt:

029 2031 6211

Donate through our website:

You can make a donation to the charity through our website and also leave a message to say how the funds were raised. You will receive an automatic confirmation when your payment has been transferred.

www.velindrefundraising.com

Make a Bank Transfer:

If making a bank transfer is the easiest option for you, please contact our team to gain our bank details and a unique reference code for your donor profile.

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THANK
YOU

WE
RAISED...

Through the Post:

If your donations are being made in the form of a cheque, you can send this in the post to the address below. Please include your name and return address so that we can send a receipt and acknowledgment in return.

FAO Velindre Fundraising
Velindre Cancer Centre
Velindre Road
Whitchurch, Cardiff
CF14 2TL

Visit the Cancer Centre:

If your donations are in the form of cash, you will need to make arrangements to deliver these to our team at Velindre Cancer Centre. Please call our us to arrange a drop off time with a member of our Fundraising Department.

Organising a safe and legal event:



Fundraising and event hosting is an incredibly enjoyable and FUN experience but it is important to consider the more serious side of event planning. The safety of our fundraisers, supporters and volunteers is paramount therefore it is very important to ensure that your activity is safe and legal at all times.

Depending on your event, here's some things you may have to consider...

Licences:

Some fundraising activities will require a licence, some examples are below. If you're unsure please contact your local authority or our fundraising team:

- Holding a collection in a public area
- Entertainment, including recorded music
- Alcohol and food
- Holding a raffle or lottery
- Putting up signs or banners in public areas
- Use of some public areas may also require a license.

Handling Cash:

If you are involved in fundraising you are likely to handle cash. This could be collecting sponsorship money, selling raffle tickets or collecting cash on behalf of the charity. Whatever you do, it's important to follow our guidelines to protect yourself and the money you're handling.

- Never store or transport cash over £5,000.
- Never leave cash unattended and at least two people should stay with cash at all times.
- Cash should be counted, transported and banked by two unrelated individuals at a bank or the Velindre Fundraising Office as soon as possible.
- Cash and cheques should be counted and banked at a bank or the Velindre Fundraising Office the same day they are collected if possible, or within 2 working days.
- Cash should be stored in a secure, ideally locked, place until banked or brought to the *Velindre Fundraising Office.
- Cash of high volume should be transported discreetly.

Bucket Collections:

- To collect in a public area such as a high street you will need to obtain a licence or permit from the local authority.
- To collect on private property, such as a shopping centre or pub, you will just need permission of the owner or site manager.
- When taking part in a collection of any kind, we will require you to carry an official authorisation letter or ID card from the Charity at all times. This can be obtained by contacting our Fundraising Team.

Insurance:

If your event involves the public you will need to have Public Liability Insurance. If you are using a venue to host your event, they may have insurance in place that covers your event so check with them first.

Suppliers and Contractors:

If using external suppliers for equipment or services, we would encourage you to carry out some research into company experience and reviews. This will help ensure you choose the best, reliable and cost-effective supplier for your event. Always ask for a copy of their Public Liability Insurance and risk assessment.

Risk Assessments:

Conducting a risk assessment is an integral part of organising an event, no matter how big or small. It's also required by law and will more than likely be a requirement of the event insurance policy if you need one.

It's a great way to identify things that could potentially go wrong and cause harm, and identifying ways of reducing the risk.

If you need an example of a Risk Assessment Template, please contact our Fundraising Team.

Food Hygiene:

The Food Standards Agency provides guidelines for preparing, handling and cooking food. If you are using a professional caterer or company you will need to check they have a Food Hygiene Certificate and Public Liability Insurance. You will need to request a copy of these ahead of your event.



For the latest information on fundraising law, guidelines and requirements, please visit www.gov.uk

Event Resources:

We have a wide range of indoor and outdoor event materials to help take your event to the next level. If you would like to hear more about our event resources please contact our team to arrange your collection and return dates.

Help Us To Help Others:

By returning your event resources in good condition and in a timely manner, you are allowing us to support many other fundraisers and donors.

We invest in event resources each year and try to keep this cost at a minimum to ensure maximum donations are used to enhance patient experience and treatment on site.

You can help support this by returning your materials after your event.



Thank You

for supporting
Wales' Premier Cancer Centre.

Share your Fundraising with us:

 @VelindreFundraising

 @Velindre

 @VelindreFundraising

#TeamVelindre
#VelindreFundraising

Want to speak to our
Fundraising Team?
Email or Call us today:

info@velindrefundraising.com

029 2031 6211

For more information on our
upcoming events, please sign
up to our Newsletter here:

www.velindrefundraising.com

