



Planning a fundraising event

Often the simplest fundraising ideas reap the most rewards so there's no need to attempt anything too difficult! Here is a useful checklist of things to think about when planning your fundraising event...

- **Communication:** Use posters, emails, local press and company intranets to publicise what you're doing, why you're doing it and when it is... just tell as many people as you can. The correct language for these communications is that you're organising an event or fundraising 'supporting Global's Make Some Noise'
- **Fundraising Expectations:** Make sure that you're realistic with your aims and what you expect to raise – if you raise more it'll be an added bonus!
- **Support:** Get as many people involved as possible to help you. Ask your friends, family, work colleagues and neighbours.
- **Pictures:** Remember to take lots of pictures of your fundraising and email the best pictures to us; we always love to see what our fundraisers have been up to and we'll post the best ones on our website.
- **Local Press:** Contact your local newspapers; your charity event might be just the sort of feature they are looking to run. Getting an article in a paper will ensure everyone knows about your event! Increase your chances of getting into print by including a photo.

Running your own event can be loads of fun and hugely successful! We think it is very important to make sure that fundraising does remain fun though, so make note of the things below to ensure you enjoy yourself!

- Please remember that whilst running your own event could be very beneficial, please avoid biting off more than you can chew as it is

time consuming and financially risky if it isn't planned properly!
Make sure you have thought through your plans in detail, considering any cost implications.

- Remember that public events that present any hazards for participants or spectators require you to have appropriate insurance cover.
- If your event is a sponsored activity ensure it is something that people are going to want to participate in.
- If possible, set up an event that revolves around the involvement of your workplace, your child's school, the local nursery, sports club, pub or bar to ensure you have a captive audience and can reach a large volume of supporters.
- If you're producing publicity material or tickets for your event, please seek our advice. There are guidelines regarding wording, text content and the use of our logos.

Holding a raffle

Lotteries, Raffles and Tombolas are a brilliant way to fundraise. They are governed by gaming law. Use this simple checklist to make sure you're doing things properly and you can't go wrong!

- All tickets are being sold during one event, or to people at one place of work (multiple buildings at one site are OK but multiple sites aren't)
- If tickets are being sold at an event, no money raised at the event is for private gain
- No more than £500 of the proceeds will be used to purchase prizes
- No more than £100 of the proceeds will be used to cover operational costs (i.e. printing tickets)
- Tickets are sold at the event/on the premises and the result is declared at the event/on the premises
- There are no rollovers

If your lottery, raffle or tombola ticks all these boxes then go ahead and get fundraising! If not, don't panic – you might need to contact your local council for a local lotteries license but contact us for advice.

Collections

Collections can be a great way to raise money and awareness for us, but to make sure you stay legal, you should think about these useful tips:

- Tell us what you would like to do and we can send you a collection tin as well as a letter of authenticity that shows everyone we are aware of and thankful for your fundraising.
- If you're collecting on private property like a pub or supermarket all you need to do is ask the owner or manager for permission. It's a good idea to do this in advance to avoid disappointment.
- If you are planning to collect in the street, in a public place or door-to-door you will need a license from the council. Most councils will have details of how to apply for a license on their websites. After applying it can take up to two months to receive your license, so plan ahead.

Once you have finished your collection or if you decide you would no longer like to collect for **Global's Make Some Noise**, please return your collection tin to: MAKE SOME NOISE, 30 Leicester Square, London, WC2H 7LA.