

Organising a Fundraising Event

General Hints & Tips

- It's much easier to organise an event with friends, family and/or colleagues
- This is your event so make sure it's something you feel comfortable organising
- Set a budget for your event including the amount you'd like to raise and keep a close eye on costs
- Your event can raise funds by selling tickets, holding an auction and/or raffle, selling refreshments and asking for general donations
- If you include an auction as part of a larger event keep the 'live auction' short (possibly for larger items only) and consider including a 'silent auction'
- If you include a raffle make sure people know when the draw will take place and if/how you will contact them if they win a prize but aren't still at the event when the draw takes place
- If you're holding an outdoor event that is weather dependent consider a contingency plan in case of poor weather
- If you're hiring a venue check the following;
 - Accessibility for parking, wheelchairs, toilets etc.
 - Does the venue have a maximum capacity?
 - Are there room hire charges?
 - What is their cancellation policy?
 - Will they allow you to provide your own food or drink?
 - What type of entertainment will they allow?
 - Do they have public liability insurance – request a copy for your files
 - Do they have an entertainment licence – request a copy for your files
 - Allow plenty of time to set up
- If you're providing food & drink
 - Make sure it's clear whether food and drink are included in the ticket price
 - Can you get these costs sponsored?
 - If you have food vendors on site will they give you a percentage of their revenue?
 - Are there any special dietary needs?
 - Are you following all health and safety requirements?

Promoting your event

As soon as you've got details such as date, venue, time etc confirmed contact the RICE fundraising team who can help promote it via the RICE website, facebook and twitter. We can also provide support materials, collection buckets and tins and Gift Aid envelopes.

- Use your own social media networks to promote your event and ask friends and family to share with their networks too
- Contact your local newspaper and radio stations a couple of weeks in advance to tell them about your event; they will need details of the event itself and the charity you are

supporting. A template press release is available from the fundraising office with key facts about RICE

- There may also be an opportunity to promote your event via a 'What's On' listing such as <http://www.bathchronicle.co.uk/whatson/entertainment>
- Take photo's of the event – even if the media don't promote it in advance or 'on the day' they will often include a photo and some copy later. This is a great way to celebrate your fundraising achievement and also helps to promote RICE to the local community which can lead to more local support.

Money Matters

- **Gift Aid** - For every £1 donated to RICE, we can claim back another 25p in Gift Aid - but only if the donor has made a Gift Aid declaration with RICE (click here). We can also claim Gift Aid on small donations made via RICE collection buckets and tins so it would be really helpful if you could provide us with a total for money collected in this way at your event. Gift Aid cannot be claimed on tickets sales, or money raised via auctions and/or raffles.
- If there are **expenses** associated with your event or activity, you must be very clear with donors that only the profits or proceeds will go to RICE. Keep track of your expenditure, and hold onto any receipts for at least two years.
- Always count cash with at least two people present in a secure environment. Store cash in a safe place until it is taken to the bank and pay in money as soon as possible after the fundraising activity.
- Sending money to RICE – there are several ways to pass the money you raise to RICE
 - Visit the RICE Centre with your donation
 - Count the money, pay it into your bank account and then send a cheque made payable to '**RICE**' and post to The Fundraising Team, RICE Centre, Royal United Hospital, Bath, BA1 3NG. Alternatively transfer the money to RICE via BACS using the following payment details;
Bank sort code 20-05-06
Account number 00481262
Please remember to include your event name or your name as a reference.
- **PLEASE DO NOT SEND CASH IN THE POST**

Legal issues

Your event is raising funds 'in aid of' RICE so it is your responsibility to make sure it is run legally and safely. Check whether you need **public liability insurance** and/or a **license** from your local authority to hold your event. For example you need to obtain a license to collect money in the street or to sell alcohol at an event.

Carry out a '**risk assessment**' identifying all the hazards that might cause harm to yourself and/or others and take action to remove or control those hazards.

- Make sure the person carrying out the risk assessment is over 18 and signs and dates it at the end.
- Go through your event step by step considering if there is anything that could injure or make someone ill at each stage.

- Prioritise these risks as low, medium or high.
- Record what actions you need to take to remove or control any hazards
- Carry out the identified actions prior to your event
- Review your assessment continually throughout your planning and during the event itself, circumstances can change quickly

If you have any questions at any stage please contact the Fundraising Team for advice.