



# Organising Fundraising Events

## FIRST THINGS FIRST: the what, when, where and how of organising a fundraising event

Thank you for your interest in supporting our work. Running your event can be loads of fun, but it will need careful planning. You will need to think carefully about all the costs involved and decide whether holding the event will still be worthwhile. Ask yourself:

### What kind of activity?

Decide what type of event you would like to have. Think about what you like and dislike, and what kind of time and resources you have. Try to organise events around your hobbies and interests.

### When?

When planning your event's date avoid competing with another local event or a big sporting event on the TV. However, you may want to join forces with an existing event in your area or make special use of occasions such as Halloween or Christmas.

Decide on a date as soon as possible. But be realistic – you might struggle to organise something in only a few weeks' time. Start with your planned date and work backwards giving every task a deadline.

### Who?

Draw up a list of people who can help you in the run up to the event and on the day. Be sure that all your helpers know about Children Change Colombia and what we do before you start. We can send you some newsletters or even a video.

Make sure that you are surrounded by a good team who are willing to take on responsibilities.

### Where?

Will you need to organise a venue for your event? Do you have a contingency plan if your event is to be held outdoors? Will you need permission from the local council or the police for anything you are planning?

### How?

Draw up a plan of everything you will need to do and any resources you will need to source before the big day. The more time you put into this stage of the planning, the fewer problems you should have as the day approaches.

How will you publicise the event? How are you actually going to raise the money – will it be through entry fees, sponsorship or donations? Will there be raffles and other competitions? How much do you hope to raise? How will you ensure everyone is safe? Children Change Colombia is committed to child protection, so please ensure that any activities you plan are safe for children as well as for adults.

### Your own time constraints

Make sure you can personally commit to the amount of time required to organise this great event. Check you don't have anything else important coming up around the same time as your planned date.

### Events Checklist

Make sure you've...

#### Planned the event by:

- deciding on the theme and event
- choosing a date and venue
- budgeting – identifying expenses and the total to be raised
- making a to do list and timetable
- recruiting helpers – giving each a task, e.g. publicity, selling tickets etc
- contacting local businesses for sponsorship.

#### Publicised the event through:

- promotional materials (available from Children Change Colombia)
- friends and family
- posters or flyers in shop windows, schools, churches or community centres
- local media – TV, radio, newspapers
- the internet (Facebook, etc).

#### Prepared for the event, considering:

- what will appeal to your target group
- the venue and access to facilities
- licences/permits required
- equipment and signage
- refreshments
- help needed on the day
- health & safety and any risks
- finishing touches.

#### After the event:

- thanked everyone involved and told them how much was raised
- evaluated the event, including sending back the feedback form
- sent in the money with the income processing form
- got in touch to tell us how it went!

**Good Luck!**



To discuss how you can fundraise for Children Change Colombia, contact us on:

t 020 7549 0225 e [info@childrenchangecolombia.org](mailto:info@childrenchangecolombia.org)  
w [www.childrenchangecolombia.org](http://www.childrenchangecolombia.org)

Development House, 56–64 Leonard Street, London EC2A 4LT  
Children Change Colombia is a UK registered Charity, No. 1075037