



## Guidelines for Planning your Event

### **PRIOR TO EVENT:**

#### **Get help**

Put out a call for volunteers and utilise their area of expertise and/or connections. Delegate carefully, creating committees if the event size calls for it. Hold periodic meetings to monitor the progress of your preparations.

#### **Set the date**

Choose a date far enough in advance to give you ample time to prepare. Be aware of local and/or national events, as well as holidays. Or coordinate your event with a significant date or time of year.

#### **Budget**

Draw up a budget that will keep operating costs at a minimum so you can make a profit. Estimate attendance, cost of venue, decorations, refreshments, printing and publicity.

#### **How are you going to cover costs?**

Admission fee

Sponsorships

Raffle / Auction / Tombola

Sale of refreshments

Money-making sideshows and stalls

Charging stallholders or catering suppliers

Consider if there is an opportunity to raise extra money through gift aiding donations – seek advice from us.

#### **Theme**

The main attraction of any type of event is usually the theme, possible suggestions are: Black tie ball, Fashion show, Costume contest, Talent/Variety show, Karaoke.

Make sure you have decorations that tie-in with your theme.

#### **Venue**

Choose a suitable venue. The location and the venue sometimes play a key role in increasing attendance.

Book the venue for your event depending on the number of attendees you are expecting.

Contact local town halls, galleries, schools, churches and libraries. Check out restaurants and catering halls too.

Book the venue as far in advance as possible and ask for a non-profit discount. Check timings in regard to licensing times. Some venues only serve alcohol till 1am.

Is the venue accessible for wheelchair users? Many people who don't use a wheelchair nevertheless have great difficulty with steps.

Contact local councils/law enforcement for procedures you may need to follow for public venues.

Determine the need for security and liability insurance.

## **Publicity**

Make sure you get your publicity out early enough for it to be distributed and read – don't wait until every last detail of the event is finalised.

Who do you want your publicity to reach? Think about where those people are most likely to see a poster or flyer, and what will attract them to the event

When asking places to display your poster, you should take fixing tape/tac to display it.

Inform your local media:

Local newspapers: Echo / Enquirer/ Yellow Advertiser

On air announcements, ask your local radio station – you may just find yourself live 'on air' broadcasting your event to the local community.

Gateway 97.8 / BBC Essex

Use social networking sites to promote your event and ask everyone associated with your fundraiser to do the same.

Word of mouth can be a powerful tool, so you should recruit everyone you know to participate in your event and ask them to invite friends

## **Invitations**

Are you sending out invitations? If so they should go out at least three weeks prior to the event.

Create an e-invite. Using the internet instead of traditional paper invites is not only green, but a more reliable way to reach people. If you use e-invites your guests can email all the info to any of their contacts they think might be interested.

Compile a mailing list

## **Refreshments**

Sometimes, catering services are available at the venue itself. If not, you would have to make arrangements with some caterers. However, before this you have to decide on the type of food you need to have for the event, depending on the participants of the event. For instance, it can be vegetarian, continental, etc. anything that which fits in your budget.

## **Equipment**

What do you need? Write a list so you don't forget anything. Sound equipment – some venues are close to residential housing and therefore have sound limiters which can affect sound equipment.

## **Assign duties for on the day**

Make sure everybody that is involved with the day has a clear idea of what their duties are and the times they are required. Various duties could include; Setting up & clearing up, registration, collecting money, refreshments and timings, liaison with VIP, compares, auctioneers, guests and finally you will need to choose a General Manger so there is a key person everybody can report to or go to if there is a problem.

## **ON THE DAY:**

Arrive early!

Setup registration area

Unpack equipment, supplies and make sure nothing is missing

Reconfirm running order of the day/schedule with volunteers

Go over all final details with caterer and setup staff

Check with volunteers to make sure all tasks are covered

Check sound/lighting and equipment before event commences

## **AFTERWARDS:**

Cost Analysis - How much has your event made?

Have all bills been paid?

Send out thank-you letters where appropriate?

Evaluation of the event - have a get together with all the planners of the event to discuss how everything went, whether it would be worth running it again and made suggestions for improvement?

## **KEEP IT LEGAL AND SAFE:**

Please let us know about your event so we can issue you with a Letter of Authorisation. This will support your fundraising efforts. Contact the Fundraising Department on 01268 524973 or email [fundraising@stlukeshospice.co.uk](mailto:fundraising@stlukeshospice.co.uk).

### **Logo & Registered Charity Number**

If you are producing any flyers, posters or publicity material for your event please use the St. Luke's Hospice logo. You can obtain a copy of the logo by contacting the Fundraising Department on 01268 524973.

St. Luke's Hospice is a registered charity and our charity number should be printed on all materials – Registered Charity No. 289466

### **Health and Safety and Risk Assessment**

It's all about common sense. Follow the professional advice of equipment manufacturers and staff supervising any facilities. Events need to be adequately assessed to identify, minimise and control the risk to all those taking part and members of the public who may be attending. Additional information can be found on the Health & Safety Executive website <http://www.hse.gov.uk>.

St. Luke's Hospice cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event.

### **Food Hygiene**

This is vitally important. No one likes an upset tummy, especially as a reward for raising money for a charity. Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. Make sure your event is unforgettable for the right reasons!

A Food Standards Agency booklet 'Preventing Food Poisoning - Good hygiene at home' can be downloaded from <http://www.food.gov.uk>. Further information can be found from the website: and from your local authority.

## **Insurance**

By organising a fundraising event you are responsible for taking adequate steps to ensure that the event poses no risk to others. Check that any buildings or equipment that you hire are covered. Often insurance is included in the hire fee but not always.

You may need to consider arranging public liability cover for some events which will protect you against claims made by third parties for injury or property damage as a result of negligence.

## **Data Protection**

Make sure any electronic or paper record you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you have to, and don't share information or data about someone without their permission.

## **Alcohol and public entertainment license**

If your event involves the sale of alcohol and/or live or recorded music, dancing, showing of a film or performance of a play, an indoor sporting event (including a boxing or wrestling match), or any entertainment of a similar nature, you may need a license. Liaise with your local authority, the police and other relevant parties as necessary. The Fundraising Department can help you with this.

## **Collections**

**Public** collections are donation collections that take place in a publicly owned place. Public collections are governed by strict legal requirements and must be licensed by the Local Authority. Before you approach your local authority for a license, you must contact your local fundraising office.

**Private** collections are collections on private premises and do not need the permission of the local authority; only the permission of the owner of the premises concerned (e.g. pub, supermarket).