

Make a plan!

Planning is key to ensuring your fundraising event is successful and fun!

Follow our hints and you should be on to a winner.

1) Know your audience

When choosing what event to run, be sure to consider the type of people you'll be inviting and the things they will enjoy. If you live in a student area, think about live music and entertainment, if you live in a small village, try a bake sale, or hold a quiz and movie night in the village hall.

2) Set the date

Make sure your event doesn't clash with another occasion your potential attendees would want to go to. For example, don't schedule an event on the night of the World Cup Final! Would a week night or a weekend work best? Think about school holidays too, as this is when lots of people go away. Give yourself enough time to prepare for and publicise your event.

3) Venue

When booking your venue check availability, capacity, sanitary facilities and things like parking and access. Ask for a copy of their risk assessment too. Will the owner let you use the space for free? Be cheeky, just ask!

4) Budget

Prepare a detailed list of expenses and see how much you'll need to make to break even. This analysis will help you realise how much you need to charge for event entry, and if you need to do fundraising activities such as a raffle, cake sale, and/or tombola etc within your event. Include publicity costs in your budget too as these can add up. Always try to reduce costs – ask people/businesses to donate raffle prizes for example.

5) Teamwork

Don't try to do everything yourself. Ask friends and family for help with publicity at their schools, universities or work places. Make a task list and see if you can recruit people to help you with the trickier and more time consuming tasks.

6) Weather

If your event is to be held outside, ensure you have a contingency plan for unpredictable weather. You don't want all your guests soaked or the cream cakes ruined by an unexpected downpour! Can you move the event indoors, provide guests with umbrellas or acquire gazebos for shelter? Check the weather forecast to ensure you have plenty of time to act.

7) Raising the money

Remember, first and foremost you are putting on a fundraising event, making the event special and impressive should be a second thought. Don't overspend when you could have haggled or got things for free. Refer to your budget to ensure you know how much you need to charge to make a profit. There are many activities that will work as mini-fundraisers within a large event – put all your eggs in one basket and go for it!

8) Publicity

Never underestimate the important and power of publicity. Advertise well in advance through as many mediums as you can. Be sure to let people know who you are raising money for and why you have chosen Earthwatch. You never know, they may even be inspired enough to do an event of their own!

9) Ask for help!

Remember, Earthwatch are here to help. Please contact development@earthwatch.org.uk or call 01865 318878 if you need anything.

10) Have fun!

Finally, don't forget to enjoy yourself! Realise the 'fun' in 'fundraising' and make sure you find the time to watch all your hard work pay off. The smiling faces of your guests and the knowledge that you are helping a good cause should make you a very happy Earthwatcher indeed 😊 Thank you!