

Tips to assist in hosting a successful fundraising event

Explore your idea

Regardless of the size of your idea, research your concept to ensure its success. Ask your family and friends if they would be interested in supporting the idea or attending the event.

Teamwork

Hosting a fundraising event can sometimes become a little overwhelming. Forming a small team who are motivated and committed to supporting the cause might be a good idea. Each member of the team will bring a unique set of skills, will assist in brainstorming ideas, determine the resources you'll need and ensure tasks and responsibilities are shared.

Planning

Think carefully about how much you think your fundraising event can make and what you will need to do to achieve this goal. Considerations may include:

How many tickets you will need to sell and at what cost?

Will you require any sponsorship and if so how will this be achieved?

Raffle tickets?

Auction items?

Food and beverage sales?

What will your expenses entail?

Will you meet the desired 60:40 cost of fundraising?

Budgeting

A budget is essential in ensuring your events success. Consider ways you can keep costs to a minimum and what services you might be able to get for free.

Timing

Timing can be a major influence on the success of your event. Try to pick a time which doesn't conflict with other community events and allows you enough time to effectively plan your fundraising activity. You may also like to consider hosting your event at a time when community awareness is at a high, such as Childhood Cancer Awareness Month in September.

Promotion

Now that all the planning is out of the way the real fun begins with promoting your event. Consider your networks and how best to promote to them. Speak with your employer about how the company may be able to assist and ask to be included in internal newsletters, ask friends and family members to do the same. You may like to even consider contacting your local community newspaper or radio community notice board.

When promoting your event on social media don't forget to tag @HNEkidshealth!

Contingency plan

We all know that no matter how much planning we do there is always room for something to go wrong. Consider what you will do if things don't go to plan and how you can make the best of any situation.

Thank your supporters

We hope that your support isn't a one off and that you continue to raise vital funds for sick and injured children within our community. To make it easier for next time remember to thank all of your supports either on the day or post event (the Communications and Fundraising Team can assist with post event thank you certificates).