# Cheshire
## Wildlife Trust

# Planning your own fundraising event

A great way to raise money for Chesire Wildlife Trust or a charity of your choice is through a fundraising event. At the Wildlife Trust we rely on donations to help us look after our UK wildlife.

**Within this guide you will find step by step instructions on how to plan and run your own fundraising event:**

**cheshirewildlifetrust.org.uk**

# Fundraising

The first step to planning your fundraising event is to decide on your fundraising goal. Once you've done this then you need to set up ways to receive donations. It is best to provide different ways for people to donate. Some may like to donate online, and some may like to donate with cash.

You can set up a fundraising page on websites like **Just Giving** or **Go Fund Me.**

If you are collecting cash donations, you can use Microsoft Word to create a donation tracker document. It has plenty of free templates you can use. If you don't have Microsoft Word on your computer, you can use it online via a Microsoft email account.

## Things to include on your fundraising page:

📢 Make your blurb personal – talk about why the cause is important to you and why you're raising money.

ℹ️ Add information such as facts and figures to demonstrate the need for donations and what difference it can make. You can find this information on most organisations' websites.
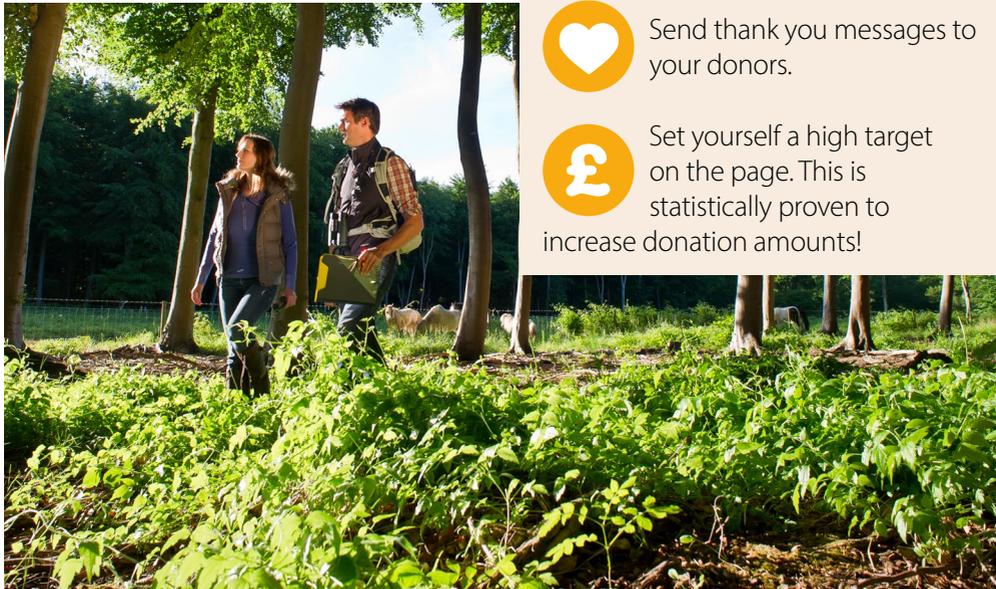
📷 Add photos and progress reports to keep people coming back to your page - they might even donate more money!

❤️ Send thank you messages to your donors.

£ Set yourself a high target on the page. This is statistically proven to increase donation amounts!

# Plan your event

## When planning your fundraising event, it is important to consider what needs your event has. Here are some things to consider:

- How many people will be taking part?

- Are facilities required?

- Do you need a contingency for bad weather?

- Have you got all the permissions required to use the space?

- Who is the target audience and is it accessible for that target audience?

- Do you require any materials, resources, decorations or refreshments?

- Can you theme your event?

- Do you need to enlist volunteers to help you?

## Health & Safety

During your event you will have responsibility of your audience, because of this it is important to ensure you are covered for all eventualities.

You can do this by conducting a risk assessment and getting the correct insurance to protect attendees from potential problems.

For virtual events, consider sharing a list of rules and your code of conduct with attendees before the big day.
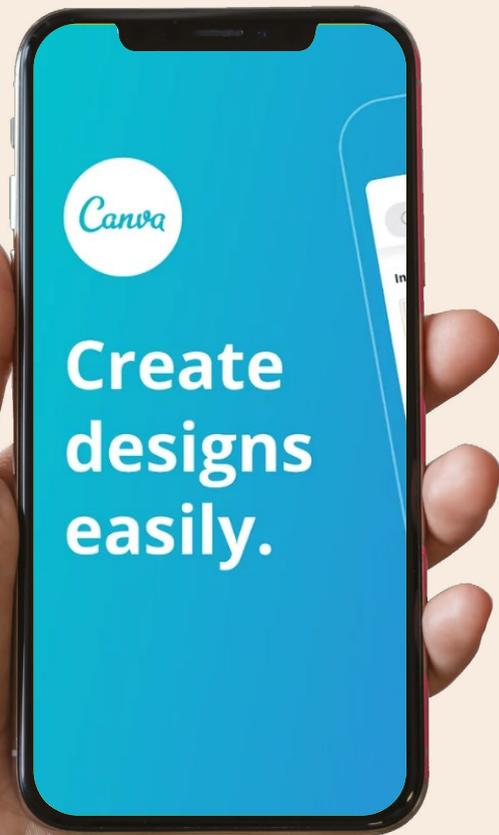
To learn more about health & safety, event insurance and risk assessments then follow this link - **Events | Fundraising Regulator**

# Promotional materials

You want to bring in as many people as possible to help reach your desired fundraising goal. This means you need to shout about all the hard work you are putting into your event.

**There are some free websites and tools available to help you create promotional materials:**

**Free design software:**
Canva Pro - An Online Graphic Design Tool: Try Canva Pro Free

**Free design software:**
Create Infographics, Presentations & Reports Online | Piktochart

**Free high-quality images:**
Beautiful Free Images & Pictures | Unsplash

**Free video editing software:**
DaVinci Resolve 17 | Blackmagic Design

# Top tips for promotional materials

**Some things to consider when creating your promotional materials:**

- Make sure it's clear it is a fundraising event and include the details and logo of the organisation you are fundraising for.

- Don't forget to add in all the key information such as event venue, date, time, contact details and if you need to book.

- Include an image or illustrations to make it eye catching.

The British Challenge Walk

SATURDAY 19TH OCTOBER 2019
THE BRITISH NEAR TALYWAIN, TORFAEN
Challenge yourself this autumn to a 10km trek or a more family friendly 5km walk around the former British Iron Works and colliery site, known as The British near Talywain.
Now a heritage site and important place for nature, Gwent Wildlife Trust experts will guide you as you ascend from the valley floor past the old industrial buildings towards a height of 500m above sea level. Follow the old tracks through the wooded slopes towards the heathland tops and back down in a circular route passing remnant buildings of an industrialised history.

Booking essential
www.gwentwildlife.org/britishwalk
Or call 01600 740600

£10 adults, £5 children under 16
(Free with £50 minimum sponsorship)

Sponsored by
MOUNTAIN WAREHOUSE

www.gwentwildlife.org

Protecting Wildlife for the future

# Advertise your event

Once you have planned your event and created your promotional materials, the next step is to advertise.







**It is a good idea to advertise your event in different ways to help you reach a range of audiences, here are some ideas:**

**Traditional methods:**

- Leafletting neighbours
- Putting up posters in nearby shops, community centres and other local businesses
- Contacting your local paper to request a feature or call out

**Social media:**

- Try posting on a variety of different social media such as Facebook, Twitter and Instagram
- Post on local Facebook groups
- Create an event page on Facebook
- Ask the organisations you are fundraising for if they are able to share the event

**Community Networks:**

- Are there any community groups in your area who can help share and promote your event?
- Invite local businesses and schools where relevant

# Fundraising Event Planning Checklist

- ☐ Set a fundraising goal
- ☐ Choose a venue/location
- ☐ Get correct permissions to use the venue
- ☐ Set a date and time
- ☐ Plan for good and bad weathe
- ☐ Write up risk assessment
- ☐ Get event insurance
- ☐ Set up a fundraising page
- ☐ Create promotional materials
- ☐ Promote your event
- ☐ Follow up and celebrate

## Fundraising event ideas

**Have fun with it!** Get creative and enjoy what you are doing, it will hopefully inspire others to run a fundraiser of their own.

- Cake sale
- Wild walk
- Art exhibition
- Film night
- Street party
- Litter pick
- Cycling
- Quiz night
- Give something up
- Treasure hunt
- Go plastic free month
- Tombola

# Further information and advice

## Here's some useful fundraising advice from some other organisations:

- **Individual fundraising - Bumblebee Conservation Trust**

- **Fundraising ideas - Macmillan Cancer Support**

- **Do your own thing | Crisis | Together we will end homelessness**

- **A-Z fundraising ideas | NSPCC**

- **How to run your own virtual community fundraising event | JustGiving Blog**