SPONSOR REFUGEES
Citizens UK Foundation for Community Sponsorship of Refugees

Organising a Fundraising Event – Top Tips

☐ Get your friends involved

Gather together a group of friends to help you. Organising with friends increases your network, takes away the pressure, and its more fun!

☐ Decide What You Will Do

Will you have a Supper Club? A Music Event? An Auction? A Quiz Night? A Film Screening? When deciding, consider:

- *Is this an event that all our friends will want to attend?*
- *How much will it cost to run the event?*
- *What is the most money we could raise?*
- *How much time and energy will it take to organise?*

☐ Distribute Roles

If everyone has a clear role, it will ensure that work isn't repeated, and that no balls are dropped.

Roles could include…

- **Act Finder** – *books entertainment, and looks after them on the night*
- **Venue Liaiser** – *finds and liaises with the venue*
- **Techie** – *sorts out sound system, lighting, etc.*
- **Promotions** – *designs poster, promotes on social media, emails, etc.*
- **Treasurer** – *looks after the budget – and makes sure you don't overspend!*
- **Legal Eagle** – *if it's a very large event you'll need someone to organise event licenses, public liability insurance, risk assessments, and liaising with police*

☐ Set a Budget

It may be necessary to have a little petty cash for transport, printing, etc, which you can claim back after the event. Keep a detailed spreadsheet of money spent, and money owed. Remind everyone to keep their receipts so that they can claim back expenses.

☐ Choose a Date

Make sure it doesn't clash with any large local, national or international events. You could consider holding it around pay-day, when people are feeling a bit plush.

☐ Create a Task Timeline

This should include all the tasks, with deadlines, budgets, assignments and status. Trello is a great free online tool you can use: https://trello.com/. Or use a simple excel spreadsheet. Here's an example:

TASK	DEADLINE	LEAD BY	BUDGET	CURRENT SPEND	STATUS	COMMENTS
Posters	30 April	Khadija	£15	£10.30	IN PROCESS	Printed 150 copies.
Set up facebook event	20 April	Khadija	£0	£0	COMPLETE	www.facebook.com/event-url
Find a band	10 May	Mohammed	£0	£0	COMPLETE	A Sharps booked 07123 456789
Make t-shirts to sell	15 June	Julie	£50	£0	NOT STARTED	Currently comparing prices
Sound system	20 June	Irie	£100	£0	IN PROCESS	My husband is checking if we can borrow one from his work
TOTAL			£165	£10.30		

☐ Find a Venue

Things to consider:

- Is it easily accessible for parking and public transport?
- Can you get it for a discount (or free?)
- Does it restrict the number of guests (and will this reduce potential profits?)
- Disabled access
- Enough toilets (you should have at least 1 toilet per 100 guests)
- Do they have sound/lighting equipment that you can use?
- Do they have public liability insurance?
- Do they have an events license?
- Could you take a cut of the bar takings?
- Would they allow you to charge for entry?
- Do they have appropriate fire exits?
- Do they have multiple entrances? How would you manage ticket entry?

☐ Find Artists (for music events)

- Talk to people you would expect to attend, and cater to their tastes
- Look at local listings to find acts (e.g. local music magazines)
- Speak to local clubs, bars, and record shops -they're sure to know a few acts who might be interested
- Go to your local open mic night to source talnet
- Ideally, choose a band with a large local following, who will bring teir own crowd
- Will they perform for free?

☐ Licensing

A lot of venues will already be licensed for events. If not, you may need to apply for a Temporary Events Notice from your local authority: https://www.gov.uk/temporary-events-notice

☐ Corporate Support

Could your work or a local business sponsor the event, or make a 'match donation'? (matching the money you raise £ for £)

You could include their logo on your publicity materials, and distribute their leaflets at the event in return for their kindness.

☐ Tell Everyone!

Promote your event through local newspapers, posters, social media, emails and local listings. Sponsor Refugees can publicise your event on our social media page and newsletter.

Create a webpage with all the details – such as a facebook event or Eventbrite – so that people can share it.

Include a link to the webpage in your email signature.

☐ The Week Before

- Confirm the acts and venue
- Create a schedule for the day
- Pick up decorations and other items (e.g. collection buckets, leaflets, etc.)
- Distribute leaflets/posters
- Create a buzz on social media and amongst friends
- Confirm sound system
- Create a playlist for background music
- Create a sign-up sheet, for anyone who wants to join the group
- Create some leaflets with information about your group – include your donation page contact details, and what help you are looking for

☐ The Day of the Event

- Arrive at the venue early to set up
- Check all the equipment is working
- Put leaflets about your group on all chairs/tables
- Organise your ticket booth/door entry
- Choose someone who will meet the acts/venue manager/technicians/volunteers – and ensure they all know what they are doing
- Provide snacks and drinks for all volunteers
- Have fun!

☐ After the Event

- Evaluate – consider what you did well, and what you could improve for next time
- Don't forget to say **thank you!** Make sure your volunteers, artists, venue, supporters and attendees all feel appreciated and know how valuable their contribution is.
- Contact everyone who signed up for more information