

Planning and organising an event

We are delighted that you want to raise money for Sands. We do understand that you may feel a little daunted especially if this is the first time you've ever done anything like this before. Please be assured that we will do our best to provide you with as much support as you need every step of the way so that your efforts will be as successful, rewarding and memorable as they can be.

You may already know what you would like to do - organise a sponsored walk or a pub quiz, sell raffle tickets, hold an auction of promises - the list of possibilities is limited only by your imagination. If you need some more ideas have a look at our **A-Z of Fundraising Ideas** leaflet. Below are some top tips for making your event fun, successful and stress-free.

- Try and keep it simple. Ask friends and colleagues to help. It really is much more fun if you share the load and what's more, you get the benefit of lots of different ideas and experience!
- Make sure you register your fundraising activity with us by completing and returning the Registration Pack. If you have any questions or concerns in relation to your activities please contact the Fundraising Team by calling 0845 6520 447 / 8 or emailing fundraising@uk-sands.org.
- Be organised and have a clear plan from the very beginning and be sure to check that the date of your event doesn't clash with other events, like the World Cup Final, Grand National or a main Sands event!
- Try to calculate any expenses well in advance and work out ways to cut costs, from getting sponsorship for your event, to persuading companies to provide gifts or services at a reduced rate. We always recommend that you aim to spend no more than 25% of the expected income, so if you think your event will raise £100, try to spend no more than £25 organising it
- Seek Permission and check legal requirements. Make sure you find out whether you require any special licenses or permissions. This particularly applies if you are planning to organise a raffle or street collection in aid of Sands. Contact your local council to find out more.
- As the event organiser you must be careful to ensure the safety of those attending the event. Not only are you required to comply with Health and Safety legislation but you may also need to consider First Aid and Fire Safety requirements. Your local council will be able to provide you with full details, or, alternatively, you can contact the Health and Safety Executive on 0845 345 0055 or visit <http://www.hse.gov.uk> for free advice. Make sure you read our **Keep it Safe Keep it Legal** fact sheet for useful information.
- If you organise an event that involves the public in any way you will need to ensure that you or the venue has public liability insurance. Be sure to check with the venue as they may well already be covered.
- Publicise your event. Don't forget to promote the event in your local area. You could put up posters, hand out flyers and even get your local papers and radio stations involved. Request a copy of our Using the **Publicising your Event** fact sheet for information on how to write a press release and promote your event effectively.
- After the event, don't forget to thank everyone involved. Who knows you might need their help at your next event! We can even provide you with information leaflets about Sands to send out with your thank you notes and help fire them with enthusiasm!
- Last but not least, have fun!