



# General Event Organising

## The main thing is to enjoy yourself – fundraising should be fun!

And not only will you get satisfaction and enjoyment out of fundraising for Camp Mohawk but your efforts will also make a tangible difference to us and the children and young people who visit us.

### Thank you!

### Before you choose an event

#### Some things to consider:

- How much time do I have to spare?
- How much do I want to raise?
- Who do I want to involve?
- Where and when will my event take place?
- How long will it last?
- Can I get my local newspaper, TV or radio interested?

#### Some top fundraising tips:

- Choose a fundraising activity that you will enjoy.
- Give yourself enough time to plan an event.
- Make a timetable of what needs to be done and by when.
- Choose your date and venue carefully (e.g. making sure your event doesn't clash with other major events in the area/nationwide).
- Think about how much you aim to raise against any costs that will be incurred from putting on the event.
- Enlist the help of others. Encourage your friends, family and work colleagues to help you fundraise.
- Think about what you will need to publicise your event and make sure you do it well in advance.
- Contact local businesses for help and donations, prizes, stationery or use of premises. But before you contact any national companies, please do check that Camp Mohawk is not already working with them.



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## Planning

When you have decided what you are going to do to raise money, you will need to draw up a checklist of everything that needs to be done in the lead up to the event. Events can be lots of fun and very rewarding, but they can also be time-consuming and can even lose money if not properly planned.

- Get a group of people together to brainstorm everything that you will need to do or think about for the event.
- Some events will need more planning. If you're planning a large-scale event, write a month-by-month plan including your budget, important tasks, actions and deadlines when you start organising the event. Don't underestimate the amount of time you will need.
- Allocate different jobs to people to ensure you are not doing everything yourself. For example, get others involved in promoting the event and organising ticket sales, collecting raffle prizes etc.
- Have a meeting with all your helpers shortly before the event so that everyone knows exactly what they are doing.

## Publicity

- Let everyone know why you are doing this event where the money raised will go and give them some brief information about the work of Camp Mohawk. We can send you leaflets to hand out before and during the event.
- Giving your event a catchy title can help grab attention to your event.
- Make sure you publicise it well in advance! We can help with this – let us know as soon as you have set a date for the event, we may be able to publicise it on our website and social media.
- Produce publicity materials in-house wherever possible (this is often quicker and cheaper). Keep posters simple and bold to make them stand out against 'busier' designs. Don't forget to include all the important details (what, where, when, who, why, how much). It is worth including a strapline, "for further details, contact..."
- Always use the Camp Mohawk logo and registered number on all publicity (we can send you a high res version to use) and have the materials checked by Camp Mohawk before printing.
- Word of mouth is brilliant advertising – tell everyone you know!



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## Before and during the event

- Don't forget to consider all safety and legal issues (see our Keeping it Safe and Legal leaflet). Please do not take any risks. Contact Camp Mohawk if you have any doubts or queries.
- Make sure that facilities are safe and also suitable for all your needs. For outdoor events, make sure that you get written permission from all the necessary local authorities (start with your local council) and have a contingency plan for bad weather.
- If you are using caterers or entertainers, always check their references and qualifications before making a formal booking, this is especially important where children are involved.
- Confirm all your requirements from suppliers in writing, and always identify back-up suppliers in case you are let down.
- If you are catering yourself, it is important to follow food safety and hygiene guidelines.
- For sponsored events, consider a memento (e.g. certificate) for each entrant. Where these cannot be donated, consider the cost of mementoes in the entry fee or deposit (refunded if enough income is brought in by entrant).

## After the event

- Make sure you thank everyone that helped!
- Meet with all your helpers to discuss the success of the event and where things could be improved for another time.
- Formally thank all volunteers and team members, donors of prizes and advertisers for their help.
- Check all your invoices carefully before payment – only pay for what you have received.
- Consider sending a press release to celebrate a successful event and use the opportunity to promote future ones.
- Please let Camp Mohawk know of events that have worked well so that other fundraisers can benefit from your experience.
- Celebrate your success and start planning new events!

**For further information: [team@campmohawk.org.uk](mailto:team@campmohawk.org.uk)**