

# Top tips fundraising events

## Decide on your event

Ask around; have any of your friends organised fundraising events before? What worked for them? Make your event personal to you; base it around your hobbies, interests or social life.

Popular fundraising events include:

- Quiz
- Garden party
- Race night
- Pool or darts competition
- Open mic
- Fashion show or swap
- Dinner night
- Disco
- Comedy night
- Concert
- Film night
- Dress down day
- Rugby match
- Fancy dress day or party
- Sports day
- Wine tasting
- Bingo or card night
- Karaoke evening

## Understand your audience

Who do you want to attend your event? What is the age group of your audience? Are they families with children? When would be the best time for them to attend this type of event and how can you best reach them with event advertising or promotion? Knowing your audience will help you determine the location, date, food, beverages and entertainment you choose for your event.

## Set a date and time

Choose a time and date that doesn't clash with other events in your social circle and community. Avoid public holidays as people often go away and give yourself enough time to plan, organise and promote your event.

## Ask family and friends to help

Many hands make light work, so divide up responsibilities! For larger events you may want to set up an informal committee. Ask committee members if they have any connections in the community who can assist with your event. Get your committee to help with coordinating refreshments, promoting the event, securing prizes, selling tickets, handling money and cleaning up.

## Choose the right venue

Local community halls, bowling clubs, social clubs or pubs are ideal settings for a fundraising event. Think about size, facilities, flexibility and atmosphere. If your event is outdoors do you have a wet weather contingency? Check there is disabled access, parking and toilets at the venue. Consider room layout and ensure there is enough space to accommodate your event. Confirm the cost of the venue and ask whether they offer a charity discount; also check whether they have cancellation fees.

## Create a budget

Set a fundraising target; it will give you and your committee something to aim for. List all possible expenditure, like venue hire, food, beverages, entertainment, promotional materials etc. Don't be shy to ask people or companies to donate goods and services, or reduce rates. Sharing your personal story about why you are fundraising will often motivate others to give that bit more.



*Guests enjoying a fundraiser at Hobbiton.*

## Contact our fundraising team

We can support you and give you advice every step of the way. We can also provide Cancer Society branded promotional materials including collection buckets, balloons, bunting and information leaflets.

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## Create a budget *(continued from previous page)*

Get a written agreement from your venue and suppliers and book your date. Remember to look out for hidden charges. Once you know all of your expenses decide on a ticket price or a way to cover your costs, leaving you with a profit to donate to the Cancer Society.

## Spread the word

Generating enthusiasm is key to the success of your raffle or auction. Make sure people know why you are fundraising for the Cancer Society. Consider using posters, flyers, word of mouth, email, local media, social media such as Facebook or your Intranet at work.

## Keep it safe and legal

Whatever event you decide to hold, please keep yourself and your participants safe. Things to consider include insurance, risk assessments, security, hygiene and alcohol, raffle or gambling licenses.

## After the raffle or auction

It's always good to announce results and how much money was raised. Contact our fundraising team to let us know how the event went. We would love to see your photos! Also, pay in your funds as soon as possible. The quicker we receive your funds, the sooner Cancer Society clients will benefit. Remember to say thank you to everybody who took part or contributed to your event.

## On the day

The day of the event is bound to be busy and hectic. It's best to prepare as much as possible in advance:

- Create an event schedule that you and all your helpers can work to.
- Make sure you are at the venue in good time to set up and display any Cancer Society banners, posters or information leaflets.
- Greet all participants when they arrive; let them know the plan for the event or distribute programmes if you have them.
- Assign a committee member or volunteer to take photos at the event, and ensure someone trustworthy is keeping the money you raise safe.
- Before the event ends, make a short speech to thank people for taking part and include some information about the Cancer Society. If possible, tell participants how much money has been raised and use this opportunity to promote any future events.
- Make sure you have enough helpers at the end to tidy up.



Cambridge's Central Bowling Club used their world record attempt as a fundraiser for the Cancer Society earlier this year.