



# How to

# run a fundraising event in Christian Aid Week

Christian Aid Week 11-17 May 2008

Read on for inspiring ideas and practical advice to help you raise money that will make a difference to the world's poorest communities.

## Seven steps to event success

- 1 Come up with an idea.** The list opposite will get you started – but ask other people too!
- 2 Build a team.** You can't do it all yourself! Get people involved at early planning stages, and they'll be much keener to make it a success. Define the various roles and tasks required, and try to match them to people who will enjoy doing them.
- 3 Have a plan.** Work backwards from the day of your event, putting in deadlines for each task. If you run out of time you may have to recruit more help. Make sure you've got a contingency plan, too. For instance, if you are doing an outdoor event, work out what to do if it rains.
- 4 Get support.** For your event to be a success, you'll probably need to attract an audience, participants or sponsors. Think about how to approach them and get them involved. Devise a plan for publicity and promotion. The *Empowering People DVD-rom* includes logos, images and other publicity tools, and a brief guide to getting local media coverage.
- 5 Keep it safe.** As you are in charge of your event there may be certain regulations to comply with when planning. See the 'dos' and 'don'ts' section overleaf.
- 6 Look after the money.** Think how you can keep your costs to a minimum while raising the most money. You can get a lot for free – people's time, a venue, publicity, printing, sponsorship and prizes. See overleaf for guidance on handling the money you raise.
- 7 Say thanks.** After the event, it's important to thank everyone involved and let them know how much they helped to raise. Get people's feedback, too.

## Event ideas

### Anywhere

- People always have things to sell – hold a car boot, book, plant, cake, bring-and-buy or jumble sale.
- Everyone loves food and drink – so have a fundraising meal, cake stall, wine-tasting or pudding party.
- Do something helpful – organise a gardening drive, car wash or litter pick.
- Social events – a quiz, barn dance, disco or treasure hunt.
- Sponsored events – swims, runs or walks are all popular.

### Schools and workplaces

- Hold a 'mufti day'. Everyone pays to come in their casual clothes for a day.
- Persuade your boss or teacher to shave their head, beard or legs.
- Sponsored silences are always a favourite – with teachers!
- Bake something delicious and either sell it or ask people to pay to guess the weight.

### Church

- Sponsored Bible reading or hymn singing.
- Hunger lunch – sell tickets for a meal where half the people dine in style while the other half have bread and water.
- Hold an auction of talents, donated items and promises.

### Young people

- Ask people to a gig or a party and charge a small entrance fee.
- Organise a five-a-side football tournament or other sporting event.

**Or could you run a Quizaid event! Find out more by ordering your Quizaid pack.**

# How to run a fundraising event in Christian Aid Week... continued



## Resources available

- Order free posters, lapel stickers, envelopes and sponsorship forms from Christian Aid.
- The **Empowering People DVD-rom** provides you with electronic logos, images and other publicity tools, as well as a brief guide to getting local media coverage.
- Borrow collection tins, buckets, banners, giant Christian Aid signs and tabards from your local Christian Aid office.

## Twenty-five per cent per cent extra free!

In the UK, Gift Aid could boost the amount you raise by up to 25 per cent. Any donation made by a taxpayer is eligible for Gift Aid – by completing a simple form. Make it easy for people to do this by providing Christian Aid Week envelopes, or using a Christian Aid sponsorship form.

## Sponsorship

Christian Aid can give you printed sponsorship forms. Please complete these and return to Christian Aid so that Gift Aid can be claimed. Please follow the instructions on the forms. Alternatively create a sponsorship page at [www.justgiving.com/christianaid](http://www.justgiving.com/christianaid) and email the link to family, friends and colleagues, who can donate by credit or debit card. You won't need to handle any cash, the funds go direct to Christian Aid's bank account, and Gift Aid can be claimed automatically.

## Handling the money

It's a good idea to appoint one person to oversee all the money matters relating to your event.

## Receiving donations

- Ask people to make cheques payable to Christian Aid.
- It is good practice to have two or more people counting any cash you raise.

## Sending in the money raised

- There may be local procedures for handling the money you raise – check with your local Christian Aid organiser or treasurer.
- If not, write a cheque made out to Christian Aid for all the cash raised, and send it with any other cheques to your national Christian Aid office. Please tell us who you are and how you've raised the money.

## Keeping it safe and legal

### Do

- check that those in charge of your venue know exactly what you are planning and agree it
- ensure all helpers are CRB checked if working with young people
- tell the police if you are holding an event in a public place
- seek advice from your local council about licences, trading standards and health and safety issues
- consider any first-aid requirements. It is well worth chatting to your local Red Cross or St John's Ambulance branch
- conduct a risk assessment. Think about what could go wrong and make sure you have a plan to cover it
- ensure that your publicity materials state that 'All proceeds/profits will go to Christian Aid' and give the relevant registered charity number.

### Don't

- do anything that is dangerous or illegal
- allow anyone under 16 to collect sponsorship money without adult supervision
- make collections on the street without the proper permission
- let a commercial organisation use Christian Aid's logo without written permission.

## How to... get in touch

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[www.christianaid.org.uk](http://www.christianaid.org.uk) [www.christianaid.ie](http://www.christianaid.ie)