

ORGANISE AN EVENT

www.ciwf.org.uk/events

Whatever your event, our list of handy tips will help get you started so that you get the most out of it and your event runs as smoothly as possible.

PLAN YOUR EVENT

Once you've decided the **purpose** of your event (for example, raising funds, raising consumer awareness or getting new people involved with Compassion or your local group), you can start planning it. Make sure you give yourself plenty of planning time. It might help to write down your plan, with a timeline of tasks. Here are a few pointers you should think about:

Choose the date and location

If you're able to, choose the date of your event. Think about **who** your target audience is, **when** will they be available, in the week or at the weekend? You should also think about **where** your target audience will be. For example, if you want to raise awareness with consumers then you should think about holding your event at a supermarket or maybe a farmers' market.



Do you need permission?

You may need special permission to hold your event, particularly if you want to hold it on public property - you might need permission from your local council or police. Similarly, if you want to hold it on private property, you'll need to speak to the manager/owner. Remember, applying for permission will affect the date you can hold your event, so plan for this when setting a date.

Budget

Your event may incur costs, so you'll need to find out the following:

Do you have to pay for a stand? Is a table provided? Do you need to buy or rent any special materials, such as animal costumes? If you think you will, then it's a good idea to plan for this and give yourself a budget on how much you can afford to spend. Give Supporter Services a call on 01483 521 953 as we may be able to help!

Think about the unplanned!

Sometimes things do go wrong, so planning for the unexpected will minimise the impact on your event. If you're outdoors, think about what you'll do if there is bad weather. Is there somewhere you can move to indoors? Or can you have a cover over your stand? If it's a sponsored event then can you reschedule easily?

PROMOTE YOUR EVENT

Once you've planned your event and you have a set date, time and location, you can start to think about how you will promote it to members of the public or your friends and family. Promotion is essential to get as many people along as possible or to raise as much money as you can.

Community Notice Boards

Remember that if you want members of your community to come along, then look into placing a poster on any local notice boards. You could even consider placing posters on notice boards in your work place or in a school.

Advertise on our Events Calendar!

We've got an events calendar on our website! If you want us to feature your event, contact us a few weeks in advance by returning the Event Order Form within this pack, or simply give us a call. If you're good with the Internet, you could even create your own webpage for the event.

HOLDING YOUR EVENT

Materials

If you need any materials from us, such as leaflets, posters, petitions or collecting tins, please let us know at least three weeks in advance. Simply fill in the enclosed Event Order Form by ticking the items you would like and send it back in advance of your event so we can despatch your materials in time.

Photos

A picture says a thousand words so remember to try and take photos of your event, making them inspiring and different. If you're happy for us to use these in future publications or on our website, then please send digital copies to us at supporters@ciwf.org.uk.

Keep it GREEN

Here are a few pointers to help you have a 'green' event:

- If you are selling something, ask buyers if they are OK *without* a bag;
- Re-use, reduce and recycle any materials you have on your stand or event. If you're feeling really green, why not set up some recycling bin bags so that visitors to your stand have no excuse but to use them!
- Try cutting your carbon footprint by walking, cycling, taking public transport or sharing lifts to your event. However, we realise this is not always possible when you have materials to take!

During your event the most important thing to remember is to enjoy it and have FUN.

AFTER THE EVENT

Say Thank You!

It sounds simple, but thanking everyone who helped you organise or took part in your event and letting them know how it went will inspire them to help again in the future. You could also thank all those who attended or supported you through your local media or public notice boards. If it's for sponsorship then you could send a personalised email or letter with a photo of your event.

Tell us about it

We really want to know how your event goes, so get in touch with us afterwards. It's great if you can email us a digital photo as well. We can use it to inspire other supporters to get active.

Paying in proceeds

If you organised a fundraising event, then you'll need to transfer the money you raised to us as soon as possible. Count all the money you collected (if you're counting cash, it's good practice to do this with a witness) and pay this into your bank account. Use the enclosed Returns Form to return your proceeds – by cheque or credit/debit card – or give us a ring.

