



Planning a fundraising event

Before deciding anything you will need to consider the following things:

What format do you want for your event?

Eg Sit down dinner with entertainment (comedian / after dinner speaker)
Buffet with music and dancing
Dinner with just an auction

Will you need a master of ceremonies / host?

This can sometimes be incorporated into your entertainment.

What type of event do you want to hold?

Do you want a themed night? (This may incur a cost and require a third party to help organise it.)

How big do you want your event to be?

This will have an effect on the types of venue you consider.
Take into consideration how you will market the event - selling tickets is not an easy thing to do.

How much do you want your guests to pay?

What will you include in the prize, eg three course dinner with drinks, or without?
People like to think they are getting value for money.

Will you be looking to attract sponsorship for the event?

This will help with costs - but will mean that you will need to consider what you offer your sponsor in return for their support (eg Branding at the event and on all event material, a free table, name checks during the evening.)

Once you've decided on the type of event you want to hold, you'll need to look at venues and get quotes for the specific package you require. Make sure there are no hidden extras – eg be clear on whether or not VAT is included in the quotes you receive.

Create an expense and income spreadsheet so you can keep up to date with out-goings. You will need to consider everything. Then and only then will you be able to set a price for your tickets.

E.g

Meal per person - £30 x 300 people = £3,000

Wine per person - £15 x 300 people	= £4,500
Table decorations	= £300
Band and Host	= £500

Overall costs = £8,300 ÷ 300 (guests) = £27.67 + £10 (for charity) = ticket sales = £37.67 per person

If it's easier set up a specific bank account so you can keep everything separate.

Create an event plan – usually 3/6 months in advance of the event – depending on the type of event.

Always set clear milestones for marketing and ticket sales – e.g. print deadlines for ticket and marketing designs, how, when and where will the event be promoted, when tickets will go on sale, what is the cut off date for ticket sales and what is the minimum you will need to sell to make a profit.

Fundraising

There are two ways you can make money for a charity by hosting an event. You could add a nominal amount on top of the ticket price – anything above the basic costs of the event can be donated to the charity.

Alternatively you can donate all the proceeds from an auction or raffle to the charity. A combination of both is best.

On the night the Charity team will be able to assist with raffles and auctions.