

Fundraising hints and tips

Here are some things to consider when planning your fundraising:

Who

If you are hosting an event, who is your target audience? How many people do you want to come? Who can you ask to help you? Consider what skills your friends, family and co-workers have that could help make your event a success - and don't be afraid to ask for their help!

What

- How much money do you want to raise? – Set yourself a goal
- Make sure you have a clear idea as to what sort of event you want to organise. Often the best fundraisers are things you already do and enjoy!
- Write a list of what you will need on the day
- Write a to do list of what needs to happen and when
- How much is it going to cost?
- What support do you need from the St Helena Hospice fundraising team?
- Would you like collection buckets or pots, or balloons etc?

When

- Set a date for your event
- Check your event does not clash with other local or national events
- Plan your time to ensure you have plenty of time to organise and promote your event
- Consider the weather and have a back-up plan

Where

- Make sure your venue is suitable for the type of event you are holding
- Have you considered the cost for the venue? Many venues offer a discounted rate for charity events so be sure to ask
- Has your venue got sufficient parking, disabled access and toilet facilities for the number of people you are expecting?
- Does your venue have the appropriate insurances and licences for your type of event?



Promoting your event

Once you've planned your event it's time to get people talking about it! Here are some of our top tips for promotion. Don't forget to tell us about your fundraising - we are here to help.

- Materials – create posters, tickets, banners, signage, programmes and any other materials that you may need. We have created some free downloadable resources that can help you which you can find at www.sthelenahospice.org.uk/resources
- Social media – this is the best way to get your event out there for free! Share your event with your friends and family and remember to tag the official St Helena Hospice accounts @StHelenaHospice
- Let us know – send over all the relevant details to fundraising@sthelenahospice.org.uk – we can promote your event on our website and social media pages
- Press – getting your event on the radio or in local newspapers and magazines can be a great way to promote your fundraiser

Sponsorship

You maybe be able to get the event costs covered by local businesses supporting your event in return for advertisement, for example their company logo/name on all marketing materials.

Prizes

Local businesses may donate prizes that you could use for your event or for a raffle. We can provide you with a 'letter of authorisation' so businesses know you are legitimately raising money for St Helena Hospice.

Equipment

Make sure you have the equipment you require for your event whether its chairs, tables, p.a system, stage etc.

Keep it safe & legal

You need to ensure that your event is safe and complies with relevant rules and regulations. You can read our fundraising need to knows at www.sthelenahospice.org.uk/resources

