

# Event organisation tips

## Decide on the type of event and set a theme

Make it something fun and easy for people to participate in. Try to think of something different, or with a twist, to capture people's imaginations!

## Choose a suitable date and location

Give yourself plenty of time to plan and invite people. Weekends and school holidays work best for community events, as more people will be free to come along. Research when other local and national events are happening, to avoid any major clashes.



## Gather support

Ask for help from friends, family, neighbours, colleagues and local businesses. This could be help with promotion, sponsorship, donations of prizes, or event set up.

## Make the most of your fundraising

Set a challenging but achievable target, use sponsor forms if appropriate and create an online fundraising page. Don't forget to ask people to add Gift Aid – this doesn't cost them anything extra but allows us to collect another 25% on top of funds donated. You could also add an extra element like an auction, raffle, or table-top game to your event to boost funds. Find out if your employer offers match-funding for fundraisers too, many larger companies do.

## Promote it!

Social media is your best friend here. Shout about your event on Facebook, Twitter and Instagram. Keep people engaged with updates on your progress and preparation. Don't forget to tell us what you are doing too, so we can boost your promotion on our website and social media channels. Paper-based advertising is still a great idea too. Put up posters, hand out flyers and send a press release to your local newspaper – do let us know if you would like our help with this.

## Legal & safety considerations

If your event takes place on someone else's premises, ensure you seek permission from the owner. Check if they have insurance that will cover your event; if not, public liability insurance may be advisable. For larger events, consider First Aid provision – see the St John's Ambulance or Red Cross websites for useful information – and we would recommend you carry out a risk assessment.

Street collections, or the sale of items taking place on public land require a permit from the local authority. For raffles, all tickets must be sold, and winners drawn at the event itself, otherwise a license will be needed. A license is also required for the sale of alcohol. If you are serving food, do pay close attention to food hygiene guidance – the Food Standards Agency has useful information at [food.gov.uk](http://food.gov.uk).



# After your event

- 1** People may still like to donate after the event has taken place, so post an update on social media about how it went, including the link to your online giving page.



- 2** Funds raised online come directly to us, so you don't need to do anything yourself. There are several ways you can send other funds in to us:



- Donate via our website
- If using an online donation page such as Just Giving, you can pay any funds raised 'offline' onto your page
- Cheques may be made payable to 'Priscilla Bacon Hospice Care Ltd.' and posted to **7 The Close, Norwich NR1 4DJ**

✓ However you pay in your money, don't forget to send us any sponsor forms so we can claim Gift Aid.

- 3** Send us some photos of your event and we will do our best to publish them on our website and social media. Just make sure you gain permission from everyone in the pictures and the parents or guardians of any children. Please send to: [enquiries@priscillabaconhospice.org.uk](mailto:enquiries@priscillabaconhospice.org.uk)



- 4** Don't forget to thank everyone who donated, supported you or came along and let them know the grand total raised!

THANK  
YOU