

Organising events

Below are a few thoughts to bear in mind when organising a fundraising event:

Decide whether you want to organise an event or do something sponsored. Take into account factors such as the number of helpers you will have, the time available and of course your preferences!!

Don't be afraid to go for tried and tested methods of raising money: sponsored walks and runs, coffee mornings, raffles ... they all work!

Try to get some coverage in your local media and make use of PiA merchandise to help draw attention to your event. We can provide you with badges, t-shirts, banners etc. (see our **media factfile** and **merchandise form** enclosed in this pack).

An excellent place to begin your fundraising is at work: the use of email, pigeonholes, staff notice boards can help spread the word far and wide. If you work for a large organisation remember that they may match pound for pound donations that their employees raise for registered charities.

Making use of local opportunities

Local pubs, restaurants and shops

These are excellent places for holding events, placing collection tins, displaying posters and getting people involved.

Local companies

It is always a good idea to target small companies in need of publicity, or bigger ones who would benefit from being seen to support local causes. You could ask them to donate gifts for a raffle, help you with the publicity, anything!

Existing events or occasions

Add a fundraising element those events you or your family and friends are already taking part in. If you belong to any clubs or societies you can get them involved too!

Be innovative!

Don't be afraid to approach people and companies with more unusual requests: a local cinema might let you have tickets on a sale or return basis which you could then sell on at a higher price. Hairdressers might be persuaded to shave heads and beards for free!



Top tips for raising sponsorship money

Start your sponsor form with your best sponsors who will pledge the highest amount. This certainly helps to set the trend for all to follow!

Set yourself a target and tell people how much you are aiming to raise. Having a clear objective can be a real motivator for both fundraiser and sponsor.

Ask everyone!! Contacts, friends, work colleagues, family members, acquaintances, the local pub, etc.

Carry your sponsorship form EVERYWHERE and some change in case a potential sponsor only has a large note they won't want to part with!

Smile! Never feel guilty about asking people to sponsor you. Fundraising is a significant undertaking and the PiA rely on the hard work and generosity of people like yourselves.

