

# General event organisation



Enjoy yourself – fundraising should be fun! You will get loads of satisfaction and enjoyment out of fundraising for Endometriosis UK and your efforts will make a huge difference to us.



providing support increasing understanding

## Before Your Event

### Some things to consider

- How much time can I spare?
- How much do I want to raise?
- Who else might be involved?
- Where and when will my fundraising take place?
- How long will it last?
- Can I get my local newspaper or TV interested?

### Some top fundraising tips:

- Choose a fundraising activity that you know well and will enjoy
- Give yourself enough time to plan an event
- Make a timetable of what needs to be done and by when
- Choose your date and venue carefully (making sure your event doesn't clash with other major events in the area/nationwide)
- Think about how much you aim to raise against the costs there will be before the event
- Enlist the help of others. Encourage your friends, family and work colleagues to help you fundraise
- Think about what you will need to publicise your event and make sure you do it well in advance
- Contact local businesses for help and donations, prizes, stationery or use of premises. Before you contact any national companies, please check that the charity is not already working with them.

## Planning

When you have decided what you are going to do to raise money, you will need to draw up a checklist of everything that needs to be done in the lead up to the event. Events can be lots of fun and very rewarding, but they can also be time-consuming and lose money if not properly planned.

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22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25	16	17	18	19	20	21	22
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24	25	26	27	28	29	30	29	30	31					26	27	28	29	30			24	25	26	27	28	29	30	

- Get a group of people together to brainstorm everything that you will need to do or think about for the event
- Some events will need more planning. If you're planning a large-scale event, write a month-by-month plan including your budget, important tasks, actions and deadlines when you start organising the event. Don't underestimate the amount of time you will need
- Allocate different jobs to people to ensure you are not doing everything yourself. Get others involved in promoting the event and organising ticket sales, collecting raffle prizes etc
- Have a meeting with all your helpers shortly before the event so that everyone knows exactly what they are doing

# Publicity & Budgeting

## Publicity

- Let everyone know where the money raised will be going and give them some brief information about the work of Endometriosis UK
- Give events catchy titles and publicise well in advance of the date! We can help with this – let us know as soon as you have a date for your event!
- Produce publicity materials in house wherever possible (this is often quicker and cheaper). Keep posters simple and bold to make them stand out against 'busier' designs. Don't forget to include all the important details (what, where, when, who, why, how much). Include a strapline, for further details, contact...
- Always use the Endometriosis UK logo and registered number on all publicity and have the materials checked by Endometriosis UK before printing
- Word of mouth is brilliant advertising – tell everyone you know!
- Consider a press release prior to the event to help sales. See our Dealing with the Media leaflet for advice

## Budgeting



- Budget in advance for each event and include all the costs of running the event. These might include advertising and publicity, postage, the venue and equipment hire, catering, entertainment, insurance and any licence costs
- Consider different sources of income you could build into each event such as ticket sales, advertising sales, brochure/programme sales, raffles, auctions and cloakroom fees
- Get as much as you can loaned, discounted or donated where possible, especially prizes for raffles and competitions (try your local pub, restaurants, hotels and shops for prizes and offer to promote their business on your promotional material in return)
- Look at your maximum profit? Is it enough to justify all your hard work or would it be better to look at another idea?

## Before and during the event

- Don't forget to consider all safety and legal issues (see our Keeping it Safe and Legal leaflet). Please do not take any risks, contact Endometriosis UK if you have any doubts or queries
- Make sure that facilities are safe and also suitable for all your needs. For outdoor events, make sure that you get written permission from all the necessary local authorities (start with your local council) and have a contingency plan for bad weather
- If you are using caterers or entertainers, always check their references and qualifications before making a formal booking
- Confirm all your requirements from suppliers in writing, and always identify back-up suppliers in case you are let down
- If you are catering yourself, follow food safety and hygiene guidelines
- For sponsored events, consider a memento (e.g. certificate) for each entrant. Where these cannot be donated, consider the cost of mementoes in the entry fee or deposit (refunded if enough income is brought in by entrant)

## After the event

- Make sure you thank those that help!
- Meet with all your helpers to discuss the success of the event and where things could be improved for another time
- Formally thank all volunteers and team members, donors of prizes and advertisers for their help
- Check all your invoices carefully before payment – only pay for what you have received
- Consider sending a press release to celebrate a successful event and use the opportunity to promote future ones
- Please let Endometriosis UK know of events that have worked well so that other fundraisers can benefit from your experience
- Celebrate your success and start planning new events!



Contact Nemone Warner: [fundraising@endometriosis-uk.org](mailto:fundraising@endometriosis-uk.org)  
50 Westminster Palace Gardens, Artillery Row, London SW1P 1RR

t: 020 7222 2781 f: 020 7222 2786

email: [fundraising@endometriosis-uk.org](mailto:fundraising@endometriosis-uk.org)

[www.endometriosis-uk.org](http://www.endometriosis-uk.org)

helpline: 0808 808 2227

Registered charity number: 1035810

Formerly The National Endometriosis Society