Planning your fundraising event

What, Who, Where, When, How?

WHAT? (Sponsorship, Sponsored event, fundraising events)

* Keep costs low and keep it simple.
* Small events are often just as effective and less risky.
* Think about your skills, time, and resources.
* How much you want to raise? Set yourself a realistic target and stick to a budget.
* Is this your main event?
* Are there the legal requirements I need to consider – informing police? Insurance? First aid?
* Consider other ways to raise funds on the day. Raffle? Games? Food? E.g. Raffle at a quiz

WHO? (Your contacts & network - Family, friends, teachers, neighbours)

* Make good use of your contacts.
* Decide whom to invite and when to confirm numbers. Remember that you can’t ask the same people to support all of your events or sponsor you for multiple activities.
* Decide how many people you want to invite and work out the cost per head.
* Make sure you can cover your costs and still raise funds for Habitat.

WHERE? (School, church, home, community centre, accessibility)

* Is your venue the right size? Can it accommodate the numbers you need?
* Is it accessible by public transport?
* Does it have wheelchair access?
* Do you to need to supply anything else e.g. tables and chairs, sound equipment?
* Are there catering facilities?
* Do you need any special insurance?
* Try to get as many goods/ services for free or at a discount!

WHEN? (Particular month / day of the week)

* Avoid clashes with other events. E.g. Bank holidays, sporting events or other local events.
* Consider the weather.
* If you’re inviting friends, try not to clash with birthdays or school holidays
* Plan ahead and start early.
* Make use of key dates for ideas. e.g. Christmas, International Women’s Day, Easter

HOW? (Promotion, logistics, costs, team members/leaders, HabitatNI, resources)

* How are you going to promote your event? Invites? Social media? Posters?
* Do you need any extra help on the day?
* Work back from the date of your event an draw up a plan of who is going to do what, by when.
* What resources do you need? Can you make use of HabitatNI resources to help promote and brand the event? Remember to book!
* Make use of local businesses, community spaces & local media. Remember to include HabitatNI’s key messages and speak to HabitatNI before approaching the media.