

## Step 3: Planning

### Initial planning

- Select type of event and theme
- Set budget
- Decide on a date: When setting the date, think about **dates or events you could link in** with e.g. an existing National Awareness Day, Christmas, Easter, Valentine's Day, Halloween etc. **If you are not linking in with an event, try to ensure your fundraiser won't clash with other local events.**

**Put together a clear timeline for when tasks need to get done before the event.** Remember that things like poster printing take time!

**Research venues, check availability and confirm booking.** You may have access to some venues for **free** e.g. Student Union rooms or local pubs, schools and community centres. If there is another venue you have in mind ensure you tell them you are running a charity event, you may get a reduced price.

**Remember** to think about a **maximum capacity, accessibility.** Can you have **early access** to set up and time to tidy up afterwards? Are you allowed to bring **food and drink**?

If you're hoping to hold an event **outside**, make sure you have a **contingency plan** in case of bad weather!

**Different venues may have different Health and Safety requirements.** You may be asked to complete a **Risk Assessment** for your events; you should be given some guidance on this from the venue.

**Recruit volunteers to help with planning & organisation.** Think about **assigning roles** within the committee: publicity, entertainment, food & drink, venue hire & decorations etc.

**What can you offer your volunteers?** This will depend on the type of event you are organising. Remember to **keep in touch** with volunteers after the event is finished and encourage them to become one of our 1 In a Million supporters.

**Advertise** that you are looking for volunteers through different publicity channels such as; Twitter, Facebook, word of mouth and any relevant mailing lists (e.g. student volunteering service).

### Organising your event – this will be very dependent on the event type you are running

**Get your committee to think the event through as an attendee.** What would you want if you were to attend this event?

**Invite speakers/book catering/musicians/entertainment.** Check what **equipment** they will be bringing and what they require to be supplied.

**Check whether you need any permits or insurance.**

**Decide on ticket cost, dress code etc.**

**Acquire prizes & any other materials/ decorations needed for the event.** Write a letter to deliver to **local businesses (this must be approved by WW or we can provide you with a template)** detailing what the event is, how money raised will be used, what you want from them, how to contact you.

**Design and print tickets, posters and programmes.**

**Start publicising the event and selling tickets.**

**Is someone going to host the event?** If so, decide whether you want to include a **short presentation** Women's Work. You might want to write up a script and/or prepare a slideshow with photos from previous events.

**Don't forget to thank any sponsors, or anyone who donated prizes.**

### **Event week**

- Provide volunteers with to-do lists for event day.
- Reconfirm all speakers, musicians etc.
- Provide directions to the venue.
- Prepare signs, name-tags, place settings etc.
- Arrange deliveries for the day of the event and confirm head count with.

### **Event Day**

- Arrive early and bring paperwork (insurance, permits, and confirmations) and guest lists.
- Carry out equipment checks (e.g. sound system, projector).
- Put up signs to direct people to the event.
- Lay out registration tables/ place settings.
- Brief volunteers on their jobs during the event.

### **After the Event**

- Thank volunteers and donors.
- Contact Women's Work about sending in your fundraising total.

**Good Luck!**