

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!