

Organising your own fundraising events

Getting started

There are many ways you could help Action For Kids and with a little imagination and effort a lot can be achieved. Organise events that will be fun for both yourself and your friends/colleagues, you will find more people will want to come and be willing to donate more money.

Initially you should contact our Events Team on 020 8347 8111 who are able to give advice, support and a comprehensive pack full of fundraising ideas to get you started.

Drawing up a budget for your event

Once you have decided on your event, it's time to start planning. This is the key to a successful fundraising event. First, set up a simple budget to establish:

- How much you hope to raise for AFK, after expenses – set a challenging but achievable target!
- What the expenses are likely to be
- How many people you need to attract to raise a healthy profit
- You maybe able to cover some of your costs through, for example, sponsorship, donations or gifts in kind from local businesses such as prizes, printing or refreshments.

Break down your target into manageable chunks

If you know how much you need to raise - break the total down into easy chunks which will make it far simpler. For example, here are some ideas to raise funds for an overseas event:

- 2 Friday night Three-legged Pub Crawls: £300
- Ask friends and family for sponsorship money instead of Birthday/Christmas presents: £100
- Arrange a £10 menu at a local restaurant on one of their quiet nights and charge 10 friends £20! (Do this twice as it's so easy): £200
- Persuade a friend to shave their head/legs or sit in a bath of custard: £100
- Hold a karaoke contest in your local pub for a percentage of the drinks sales: £200
- Collect at a local football ground/supermarket (Get permission!): £100
- Ask a local school to hold a non-uniform day: £100
- Ask friends and family to take part in a local sponsored walk/fun run or maybe even organise your own: £200
- 2 car boot sales (get your family and friends to have a clear out!): £100
- Dinner party for 10 friends who each pay £10: £100

Total: £1500 – and the experience of a lifetime!

Sponsorship forms

You can also create your sponsorship form on the web and email it to friends/family and at a click of a button they can donate to your own event. It is very quick and easy to set up: simply go to <http://www.justgiving.com/actionforkids> and follow the instructions.

Make sure you always have your sponsorship form to hand. Photocopy a few to give out to friends and family increasing the circulation. [Click here](#) to download an AFK sponsorship form that you can amend for your particular event

Ask around: get ideas and support

The more people you have helping you the better. Ask everyone you know, and ask them to ask everyone they know! Use your network of colleagues and friends to come up with ideas and help with activities. You may be surprised who is willing to donate their time or money to help you out with your sponsorship. People like to feel involved.

Write to local businesses about your endeavours. They may be very interested especially if they can get some publicity out of it!

Give something back!

It is good to offer people something in return for their money. If you offer a service or a prize in return you will find that the same people will keep coming back!

Publicise your event

The most successful events are the ones that everybody knows about so let your local newspaper or radio station know. They will be especially keen to help if your event is interesting or different so make sure it is! Furthermore, we can help, so give us call and we can find out any newspapers or radio stations in your area.

Fundraising materials

Promote your event running up to the day: so give yourself enough time. We can provide you with fundraising materials such as collection boxes, pin badges, leaflets and posters. Please call 020 8347 8111 and ask for Henry.

And finally...

Be persistent! You are always going to get some knock backs but don't let them put you off, it's all part of the challenge of fundraising. Remember we are here to help if you need any support or advice.