

Planning your activity

The secret of organising a successful event is all in the planning. Whether you are organising a small gathering of friends at home for a tea party, a large dinner for 100 people in a marquee, a golf day or a sponsored walk, the basic principles of planning should always be followed.

What, When & Where?

First you need to decide on the type of event you'd like to organise. If you are stuck for ideas check out our **Christie Favourites** guide. Make sure you choose an event that you will find fun to organise and which you will also have time to organise. Think about events you have attended in the past and how successful they were.

Choose your time and date carefully, considering things like transport, the time of year and what else is happening in your local area. Make sure you give yourself plenty of time to organise everything and publicise your event.

Your event can be held anywhere – at your home, church, school, office or the pub. Make sure the venue is big enough for all your guests and check the facilities like parking and disabled access.

What are you trying to achieve?

Decide what you hope to achieve from the event and how much you'd ideally like to raise. By agreeing your objectives from the start you are more likely to reach your goal and have a successful event.

Registering your event

Once you have decided what activity you would like to do to support The Christie please complete a fundraisers [registration form](#) and you will then be sent a letter of authorisation. We are also here to provide information and advice to help in the planning of your activity.

Budgeting

- You should set a budget for your event and aim to raise at least three times as much as you spend
- Think about any costs you may incur and try and stick to your budget
- Estimate expenses carefully allowing a wide margin for problems and allow a contingency for any unforeseen costs
- Obtain any donations or sponsorship early on
- Ask for quotes and negotiate everything (always mention that you are holding your event for The Christie charity) and try and get as much as you can free of charge
- Keep full accounts and records of all your receipts
- Set your donation or entry fee and then plan fundraising activities such as raffles, tombolas or auctions to raise even more money

Spread the Word

The more guests that attend your event the more money you can raise.

- Email, phone and send out details of your event to all your friends, family and colleagues
- Put up posters in your local area
- You could set up a Just Giving page at www.justgiving.com
- If you use Facebook or Twitter, make sure you advertise your event though these social networks and be sure to link up to @TheChristie and



www.facebook.com/TheChristiecharity

- You could download a press release template from http://www.christies.org/news/press_office.aspx and send it to your local paper to tell them about your plans

On the day

- Make sure you have enough volunteers to help you at your event
- If your event is taking place outdoors make sure you have a wet weather contingency plan
- Make sure your guests know what they are raising money for
- For advice on handling money at your event look at our ***Keeping it safe*** guide
- Most importantly – have fun!

The Health & Safety bit

- Make sure you are in good enough health to undertake your event or activity. If you are in any doubt, please contact your doctor
- Consider what insurance cover you need for your event. The Christie charity cannot accept responsibility for your event or anyone who takes part in it.
- For more advice on keeping your event safe and legal please look at our ***Keeping it safe, Keeping it legal*** and ***Fundraising with young people*** guides

A few more tips

- You don't have to organise everything yourself, make sure you ask your friends, family and colleagues to help out, donate and get their ideas
- Ask your sponsors to tick the Gift Aid box on your sponsor form – for every £1 people donate to us we can claim at least 25p from the Government in Gift Aid
- Ask your company to match-fund whatever you raise to double your money
- Ask local shops to support your event by donating prizes for your raffle
- Remember to speak to your Community fundraising officer at The Christie Charity for more tips and advice

Licences and permits

- Generally venues will have the necessary licences for liquor and entertainment so liaise closely with the Event Manager at your chosen location to check everything is in place.
- If you are planning to hold a bucket collection on public property you will need a licence.

For more advice and information please see our ***Keeping it legal*** guide.

A big Thank You

- Remember to thank all the people who have supported your event and let them know how much you raise
- Always thank any sponsors or companies who have donated raffle or auction prizes and let your venue and suppliers know how the event went – it might mean they are willing to give you a better deal next time you organise a fundraising event!
- You could also let your local paper know how your event went, thanking all your supporters at the same time

Send in your money

Send cheques made payable to 'The Christie' to The Christie Charity, Wilmslow Road, Manchester M20 4BX. Please return with your donations return form or if you don't have a form please include your name, address and how you raised your money so we can send you a thank you letter.

