

# Tips for Running a Successful Fundraiser

## Know your audience

Who do you want to come to your event, and what makes them tick? That will form the basis for everything else, helping you to think about what they will enjoy and how you should theme your event.

## Location, location

Make sure you have a space that will fit everyone. This might be your own home, a friend's house, or maybe ask a local venue to give you the space for free. Think about how people will get there, if you need to make arrangements for parking, and how accessible it is. Don't forget to plan for all different types of weather!

## Theme

What will make your event stand out from all the others? What do your friends love to do? What will make them come back for more? Create a special theme to make it a time to remember!

## Get the message out

Send invitations out early – people get booked up in advance and you don't want them to miss out! For an exclusive event, send personalised invitations. For a bigger event, tell everyone you know, share on social media – you could even get in touch with your local paper or radio station.

## Keep it legal

Check if you need any special licences, eg to sell alcohol, provide entertainment, or run an extended raffle.

## Show me the money

You want it to be a great event, but you also want to raise some money. Think about your networks and who you know that could donate prizes for you to run a mini auction. For example, ask your favourite restaurant where you are a frequent guest to donate a meal for two. Any friends that are great bakers? Ask them to donate a special celebration cake. Think laterally about who you know and what they can offer, and don't be afraid to ask.

## Say thank you

After the event, don't forget to thank everyone who attended, donated, or supported you in some other way.

## Start things early

Get everything ready in advance and try not to leave everything to the last minute! This will mean that you are a relaxed host, all your guests are at ease and you can all enjoy your event!

## Get the message out

Do let us know if you're planning to raise money for My Sisters' House, and we will do what we can to help with advice, resources, and publicity.

## TOP TIP!

Start the fundraising early by getting guests to make a donation via localgiving when they RSVP – whether they can make it or not!

For more information about organising a large event, with links to relevant advice and legislation, please see:

*<https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>*