

The information below is an overview of requirements and for further more detailed information, support and guidance plus associated templates etc please contact the BVA Group Development team via telephone 01256 423816 or email admin@bvaction.org.uk (please quote "BVA Group Assistance" in title). www.bvaction.org.uk

Running successful fundraising events

Fundraising events can be more than just raising money opportunities they can also help you

- Raise the profile of your organisation and the work you do
- Let your supporters and potential supporters network with each other and meet your staff, volunteers and some of the people you support
- Find new contacts that could be potential supporters, funders and advocates.

Fundraising events can also provide a wealth of materials to use in your future work - from photos and quotes to blogs and case studies.

Focus on the main aim of your event

Before you even think about a venue, guests or the budget get your event strategy right. You need to be clear about the purpose of the event. Do you want to –

- Fundraise - Generate either restricted or unrestricted funds
- Profile raise - Raise the profile of your organisation and your work or a specific project amongst your existing supporters or friendly contacts
- Network - Build relationships between your current supporters and future supporters
- Attract new supporters - Grow your network of potential future supporters, funders or advocates.

The main purpose of the event will help inform your target audience of who to invite, where to hold the event and what activities to include.

You can then pick a project leader who is empowered to make the big decisions. Then bring your internal team together to agree responsibilities and set out specific tasks.

Set a budget

It's best to identify a budget by understanding what the individual elements might cost. Gather quotes from suppliers or check with colleagues or professional event organisers. Don't forget to add VAT.

4.4. Running Successful Fundraising Events

Can you negotiate a venue for free or a small charge or get gifts-in-kind to help with catering or other services?

One cost you can't skimp on is insurance. Make sure you take advice from your insurer and your venue about whether or not you need insurance for this type of event.

Try to leave a 10% contingency fund in your budget. Hopefully you won't have to use it – but you need to know the cash is there should the need arise. Explore all your funding options.

Top tips

Event build up

- Encourage your key guests, patrons and your trustee board to invite guests along
- Think of ways to present your work and what more you could do - such as motivational speeches or videos, photographs?
- How could you include staff, volunteers and some of the people that you directly support?

At the event

- If guests are new contacts make sure you collect their business cards or contact details to follow up with after the event
- Make sure that staff have specific guests to meet with and talk to about your work.

After the event

- Send a thank you for attending - include any other follow up, further information or calls to action
- Try to personalise information to match interests or establish relationships with staff
- Add new contacts into internal database
- Make sure you follow up on pledges.