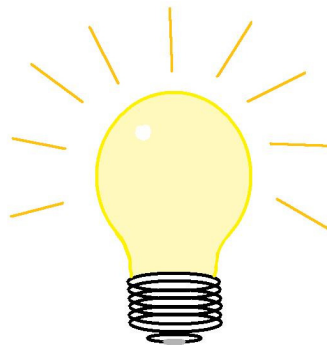


HERE TO HELP



Six Steps to a Successful Event

If you are considering what type of Church or Community Appeal to run, you might find it useful to consider the following six measures.

1. How much money do you need to raise?

First and foremost, a fundraising event needs to raise funds. This doesn't mean that all the events that churches put on must make a profit, but it does mean that we need to be clear about the purpose of the event. Try to maximise the money made from the event by creating a buzz. People enjoy giving, and people are more likely to give when they see others around them giving, but also feel inspired by what they're giving to. A Blue Peter style Fundraising Barometer is always a useful tool to have visible - we have raised X, we need your help to raise the final amount. It's always the first 60% which is the most difficult to raise, people want to be part of something successful,- so show people this. Help them to visualise how their collective giving adds up.

2. Values

Debate early on what you are and are not prepared to use (e.g. gambling at a race night, collecting door-to-door, etc.) and make sure that everyone is clear on what is and isn't.

3. Put the Fun back into Fundraising

It's no coincidence that the word fun is in fundraising. Running fundraising events can be hard work, but with a little careful thought and a good team, there is no reason why they can't be great fun as well. It helps to recruit active, enthusiastic volunteers of all ages to chat to people, create a friendly atmosphere and put the fun back into fundraising.

4. Scale Up and Scale Out

If you are doing a sponsored walk, it makes sense to ask as many sponsors as you can. If you are running a raffle, find ways to maximise the sale of tickets. If you have 1 fundraising activity organised, try to find 10 more. Whatever you are doing, look for ways of increasing the impact. Good publicity can help with this and as you gain scale, it is likely that you will reach people far beyond those who normally support you. This can extend the reach of your fundraising campaign, and find new people to share in reaching your target.

5. Appeal to the Masses

It's often tempting to stick with what you know, and more importantly what you know works. However sometimes, groups of potential funders are excluded because of the nature of the fundraising event. For example., if you have a high number of young families in the parish, why not organise a bouncy castle, face painting, teddy bears picnic - which will appeal to both parents and young children. Or, if a high number of students are located locally, why not put on a music or street food festival, or vintage clothes sale. Know what is going to encourage people to attend and give!

6. New Forms of Giving

New forms of giving are growing fast, especially via online portals and mobile phones. It is convenient and allows people to participate wherever they are, so even if they don't attend the event, they can still support the cause. In addition you could hand out small business cards which has your fundraising web page or text giving number on it, outlining how to donate and a suggested amount. This way people can donate more online, at a later date.