

6.2a Organising Events

When organising a fundraising event:

- ★ **Plan carefully and work backwards!** Mark your event on a calendar and work from the final deadline back adding deadlines for when each task has to be completed. Make sure everybody in your group puts these deadlines in their diaries to ensure that nothing is left to the last minute and you don't start too early! Read the advice on 'Planning Projects' and on 'Events Organisation' in the STAR Guide for a step-by-step guide.
- ★ **Create a budget.** This should help you ensure that the event will raise money and stop you from committing to large costs you can't afford! It may only need to be small, but put down all the costs and realistic estimates of how much you will raise. Try to avoid paying large amounts of money in advance unless you can guarantee that you will make the money back. A good way to do this is securing money in advance through ticket sales. Check that the time and effort you're putting in will be rewarded by the amount of money raised (i.e. don't spend 2 months organising an event that will only raise £20!).
- ★ **Try to get as much as possible for free.** This could be anything from the venue, to raffle prizes and refreshments. As a student group you can offer local businesses a chance to advertise themselves to the student community. You could even offer to put a little "sponsored by..." note in your advertising!
- ★ **Plan how you are going to sell tickets.** How you sell your tickets is important as the tickets need to be accessible to everyone and promote your event in a positive light. If your holding a comedy night why not get a comedian to tell jokes on campus (a free preview!) whilst you are selling tickets? Alternatively you could add a cake sale to the ticket sales to attract people over. Selling your own tickets works well for smaller events, however for larger events it can be very time consuming and complicated. Instead you could ask your Students' Union to set up an online payment page, which you could direct people to via Facebook and posters...
- ★ **Be careful with money!** Money needs to be kept safe and dealt with transparently. If you're collecting cash then arrange a place to store it until it can be deposited and ensure that others can see where the money has come from and where it's being held. Try to have 2 people present when money is being counted or transferred. Include this in your event planning.
- ★ **Use existing contacts.** The people around you might have incredible fundraising potential that you haven't noticed before. Do you know any stand-up comedians or bands? Pub or club owners/staff? Can you get a venue, performers or raffle prizes for free? Use these contacts, people are often much more willing to help than you may think! Don't forget to look to ex-committee members as well as current ones. If your group has been going a few years it is possible that former STARS now have a

lot to offer and may be very willing to help. Check old mailing lists and your Student Union committee lists.

- ★ **Get your Sabbatical Officers involved.** This is bound to make more people interested in your event, especially if they help with the advertising. If you are doing a sponsored event, ask the President or a Vice president of your Students' Union to get involved. Due to their position they should be happy to help and by getting them involved in the fun they may also be more supportive of your group in future!