

Getting started

How to choose and plan your event



When will you do it?

Check your date and time doesn't clash with another major event, nationally or locally e.g. Red Nose Day or the World Cup. Also don't forget to give yourself enough time to get ready for the big day! Setting deadlines can help you to organise a successful event. Confirm the date, time and venue and any suppliers as far in advance as possible. Invitations should be sent out a minimum of six weeks beforehand. Inform local newspapers and radio stations two weeks in advance and re-confirm the running order and all event details with the venue, suppliers and helpers a week before the event.

Who will be invited?

Social media is a great way to promote your event but don't forget local websites too! Many pubs, cafes, community centres, leisure centres and shops will display posters and local newspapers and free magazines will list charity events at no cost. Use your networks to access local celebrities or dignitaries who may support your event. Once you start asking it is amazing how many people went to school with, or know a relative of, someone who is a local celebrity and will attract the press to your event.

Tell us about it

Register your event with our community fundraising team by email or phone. We can provide advice and Ashgate Hospice branded items to support your fundraising. If you would like an Ashgate Hospice representative at your event, please let us know all the details of your event as soon as possible. We do our best to attend as many events as we can.

Get in touch:

Ashgate Hospice Fundraising Team

01246 567250

communityfr@ashgatehospice.org.uk

www.ashgatehospice.org.uk

Registered Charity No. 700636



Fundraising ideas

A-Z of fundraising ideas



If you are stuck for creative ideas,
take a look at this:

A

Abseiling
Aerobics
Afternoon tea
Art Exhibition
Action of Promises



B

Bake off
Battle of the Bands
competition
Beer Tasting
Ball
BBQ



C

Cake Sale
Car Wash
Car Boot Sale
Carol Singing
Coffee Morning
Craft Fair
Cricket Match
Cross Country
Cycle Ride



D

Dance Competition
Darts
Dress Down Day
Dryathon





E Easter Egg Hunt



F Fair
Flower Arranging
Fancy Dress
Fashion Show
Fun Run



J Jazz Evening
Jumble Sale



K Knitting Marathon



G Garage Sale
Garden Party
Girl's Night In
Golf Day
Guess the Name
Game Night



L Lent Challenge
Long Distance
Challenge



M Marathon (Bike, Run)
Murder Mystery Night
Musical Evening
Movie Night



H Halloween Party
Head Shave
Horse Racing Night



N No Smoking
New Year's
Resolutions



I Italian Food Evening
Indian
Cooking Night



O Office Sweepstake





P Pancake Race
Parachute Jump
Pub Quiz
Photo Competition
Plant Sale



Q Quiz



R Raft Race
Relay Race
Raffle



S Scavenger Hunt
Sponsored Event
Sports Day
Swear Box
Swimathon



T Taxi Service
Talent Show
Theme Party



U Unwanted Items
Party



V Valentine's Day
Party



W Walking
Window Cleaning
Wine Tasting



X Xmas Party
X-Factor Evening



Y Yoga Class



Z Zodiac Party
Zumbathon



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How to raise money



We know you want to raise as much money as possible at your event to care for local patients so it's useful to set and stick to a budget. Keep a record of all the costs and the money made.

So, you have asked for discounts, sponsorships and donations for your event. Here are some other ways to boost your fundraising total:

Have a **raffle** or **tombola** at the event.

Contact our fundraising team for **collection buckets** and **tins**.

If you are asking for sponsorship for an event, JustGiving is an easy and efficient way of collecting money. Here you can tell everyone about your fundraising and the target you are trying to raise. Visit **www.justgiving.com/ashgatehospice** to set up your page!

Use **social media** to highlight your fundraising by including a link to your JustGiving page.

Last but not least! Ask People!
If you don't ask, you don't get!

Contact the fundraising team who will provide you with a **sponsorship form**. Remember to take it everywhere with you as you never know who may sponsor you! Sponsorship forms also have the important Gift Aid tick box.

Gift Aid is a simple but often overlooked way of boosting your fundraising total. Anyone making a donation, who is a UK taxpayer, can Gift Aid their donation. Make sure they tick this box and provide their name and address so we can claim back 25p for every £1 they donate!

Check whether your employer runs a **match funding** scheme. It's an easy way to double the funds!

Frequently Asked Questions



I am fundraising over a period of time – what should I do with the money?

It is recommended that you bring the money into the hospice regularly for your own safety so you are not storing money, and because your donors will appreciate the money getting to us as soon as possible. If this is not possible, please keep accurate records of all money raised.

I would like to donate to a specific project, is this possible?

We encourage our fundraisers to donate to the Hospice generally, but for any information about our projects do ring us on **01246 233404**.

Will I receive an acknowledgement of how much I have raised?

Yes, we love to say thank you to our wonderful supporters, we aim to get an acknowledgement to you as soon as possible, however in times of exceptional demand there may be a delay.

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Keeping it safe and legal



We want your event to be fun for everyone involved. Follow our checklist below to ensure that everyone is safe and on the right side of the law.

Event checklist:

Have you got permission to hold your event in a public place?

This will be the property and landowner if it is held on private land. If you are using a park or a public place, contact the local authority.

Do you have a person's permission to take their photo?

You will need the permission of a parent or legal guardian before taking photos of children.

Do you need First Aid support?

For small events there should always be someone on hand who has basic first aid knowledge and has a mobile phone to call the emergency services if required. For larger events a minimum of two First Aiders is recommended. The St John's Ambulance www.sja.org.uk and The British Red Cross www.redcross.org.uk can give further advice on First Aid and can provide First Aid cover. Also consider if the Police and/or Fire Service need to be informed.



Do you have Public Liability (PL) Insurance?

Check if the PL insurance for the venue you are using will cover you in the event of a claim. If you are using your own home, a quick call to your insurer will clarify if you are already covered.

Have you done a Risk Assessment?

We can provide you with a template but the key things to remember are to eradicate or minimise the risk of harm from possible trip or slip hazards or anything else that could cause an accident, heavy lifting, keeping fire exits clear, first aid provision and ensuring those handling money are not at risk.

Planning a bake sale, BBQ or other event involving food?

Visit Food Standards Agency website www.food.gov.uk for advice on preparing, handling, cooking and storing food.

Serving alcohol?

You will need a temporary licence if you are providing alcohol in an unlicensed venue. You can obtain one from the local authority here:

Temporary Events Notice (England and Wales) – GOV.UK (www.gov.uk)

Are you using any suppliers?

Make sure they comply with health and safety standards and have current certificates for any specialist activity that they may be providing.



Are you holding a public collection, raffle, or lottery?

If you plan to collect money on the street, you will need a permit from your local authority. If your collection is in a venue, then you will need the owner's permission. If you are holding a raffle, you do not need a licence provided you sell tickets and draw the raffle on the day at your venue. Prizes can be for any amount but you are not allowed to take out more than £500 for prizes – you can find out more information here:

www.gamblingcommission.gov.uk/public-and-players/guide/page/how-to-run-a-fundraiser-with-lotteries-or-raffles-at-events If you intend to sell raffle tickets in advance of an event (or online) you will need a license from your local authority and licences are normally about £40.

Counting money?

If you are going to count the money raised yourself and then present the hospice with a cheque, you must ensure that there is at least one other person (preferably two or more) with you when the money is counted. That person must not be a spouse and other close relative.

Producing posters and flyers?

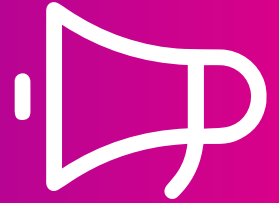
Please include the statement '**in aid of Ashgate Hospice**', '**registered charity no 700636**'. We are happy to supply our logo for your use but please do not alter the colours or distort the logo in any way.

Feeling daunted? Don't be!

Give our Community Fundraising Team a call on **01246 567250** or email communityfr@ashgatehospice.org.uk and they will help you with anything you are unsure about.

Shout about it!

How to promote your event.



Be proud of yourself. You are doing something amazing, and everyone should know.

Tell us! We can help with tickets, posters, banners etc, provided we have as much notice as possible. We can promote your event on the Ashgate Hospice social media pages.

Your family and friends already think you are brilliant so get them to spread the word amongst their work colleagues and their social media network.

Advertise everywhere you can: Display posters, flyers etc in local shops, supermarkets, work-places, gyms etc to gain maximum exposure. Send details to community and church newsletters and local listings websites, as well as on your company's intranet.

Social media: It's a really simply way to let all your friends know what you are doing, particularly if you have a JustGiving page. Post to our Facebook page and tag us into your Twitter feed to spread the word too! Inform local newspapers and radio stations: We can provide a Press Release template for you to use. Just give us a call and we will be happy to supply you with this and a list of suggested media contacts in your area.

Be clear about the details: Specify what you're doing and where, the exact date and time, prices, how to get tickets, how to get there, and that its for charity! Take lots of photos on the day; You can use these afterwards for the local media and we can put them on our social media. Or make a short video and post on YouTube!

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What to do after the event



☆☆☆ Celebrate! ☆☆☆ You've done it! ☆☆☆

Now its time to relax and celebrate by:

Thanking everyone who supported you, including your helpers and sponsors, plus all who donated/attended. Letting everyone know how well you did can even lead to further donations!

Sending us the money. You can pop into the Hospice with the money, send us a cheque made payable to Ashgate Hospice or if you had a JustGiving page, you won't need to do anything as the money is sent to us directly.

Sending the story to your local media along with any photos to tell everyone how much you made. This also can result in further donations!

Encouraging others to get involved and fundraise. Now you can see just how easy it is to organise a fundraising event, encourage others to do the same. We can never have too much help and support.

Being proud. Without you, we really couldn't provide care to local patients, free of charge.

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Thank you!