

# Planning and Delivery of a Fundraising Event

## 1. People

It's important to recognise the skills that a good fundraiser needs:

What do you think the key skills you should look for when recruiting a fundraising volunteer?

- Enthusiasm and commitment.
- The ability to ask.
- Persuasiveness.
- Confidence and be able to deal with rejection. Persistence.
- Truthfulness.
- Good organisational skills.
- Good Social Skills – they need to be a people person
- Creativity.
- Opportunism - A true fundraiser is never off duty!

To a greater or lesser degree you may need the following groups of people to make it all happen:

- Fundraising Committee with an appointed Chair
- Project Leader – which can differ from project to project
- Volunteers – a good core base of reliable volunteers
- Treasurer – important to crunch the numbers especially if you intend to spend money before making it!

## 2. Materials

Some may be unique to your group, others can be used from RDA National office including the leaflets, collecting tins, stickers, balloons, Poster templates etc.

### **The FREE volunteer recruitment info on the website**

<http://www.rda.org.uk/runningyourgroup/volunteer-management/memory-stick-recruitment-resources/>



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Other materials might include:

Printed flyers (<https://www.canva.com/> a really good free graphic design website)

- A library of up to date photographs
- Case Studies including different age ranges, disabilities and RDA disciplines if possible.
- Online giving facility, BT MyDonate
- Website
- Social media events group
- Sponsorship from local organisations
- Venue

Where you have gaps, who do you know who might be able to help support eg, creating the website, printing flyers etc.

Build up a **SKILLS BANK** of people who can provide services, gifts in kind or skills you could call on.

### **3. Time**

Set a deadline and shelf life for your project and be realistic in planning the amount of time the preparation will take. Plan it in advanced, give people time to save the date!

### **4. Money**

**Plan your budget** How much can you invest, in what and what do you hope to be your Return of Investment? Is it feasible?

## Strategy Planning for an Event

**1. Goals** – clear targets and objectives

**2. Who is your donor** – have an idea in your head of the target audience, what do they look like?

Profile of their habits, build up a picture of where they might live, what paper they might read, where they like to shop, their leisure activities etc. Challenge your inner actor and think what would they think?

People's Postcode Lottery did some detailed market research and came up with Lottery Player Profiles.

**3. How are you going to reach them?**

Think back to your donor profile.

**4. Timing the campaign**

Is it seasonal? Would the appeal work better if it was launched at a particular time of the year. Plan your yearly events out at the start of the year.

- Does it have a Christmas appeal to it, would it be more relevant in the Spring?
- Is there a local charity that is also doing a campaign at the same time, be aware of the competition.
- What impact would school or summer holidays have?

**5. Measuring Success**

How do you know what success looks like? You know your ultimate money target but what about, other benefits the project has resulted in eg, the additional publicity, more volunteers, new contacts with local media or businesses for future sponsorship? Take all this into consideration when evaluating project success.

## Time Management

**1. Deadlines** – the project must have a beginning, middle and end.

Work backwards from an end date and set your plan and interim deadlines according to that.

**2. Milestones** – set important milestones as incentives, let everyone know how it's going. An accumulator or totaliser is always good, the London Marathon team at Nat Office have a huge totaliser on show with an arrow which keeps moving up! Chigwell used drawing of a giant carrot on the side of their stable and coloured the rows in orange when they achieved the next level.

**3. Delegate** – project must have a leader but delegation is important to share the load and make best use of the mix of skills in the project team. Remember your SKILLS BANK.

**4. Time wasters** – beware of time thieves and people who sap the hours out of your day. As yourself, is this conversation helping us to raise money, if not then politely move them on!

**5. Monitoring progress** – ask how are we doing at regular intervals and make sure everyone is updated to motivate them.

## Develop an Image

- Name your project, as with a name it will be more memorable. Make it short, catchy, explain what it is without being too clever, don't use jargon.

(e.g.) A group in Shropshire challenged local schools to recruit 100 pupils to each raise £1,000 to reach £100,000 target – this was the K12 challenge, as it was relevant to children in those Key Stages at School

- Badge it with a common image or logo – have a face, a particular rider, an emblem.

(e.g.) The RDA Splash logo was created to encompass all we do as one photo would never achieve this.

## Marketing and Publicity

Based on the agreed strategy of whom you are going to target. Make sure that you make good use of the free materials on the website.

- Videos
- Press Release Template
- Posters
- Logos
- Powerpoint presentation
- Rider stories

### **The role of Regional Publicity Officers**

Use them if your region has a rep or look at recruiting one with the help of our resources. Contact Caroline Ward.

A role description is available here:

<http://www.rda.org.uk/runningyourgroup/volunteer-management/recruitment/>

## **Social media**



Do you have Twitter, Facebook and a website?

What Social Media does your group have and how do you currently use it?

Remember to contact local Press not just papers but radio and TV.

## **Volunteers and the strength in numbers**

Have you spoken to every parent, carer, volunteer, supplier, local contacts about your project? Who do you know who knows someone who could support, donate or promote?

It's the round the kitchen table discussion, to tease out the network of contacts, friends and family volunteers and riders may not have previously told you about.