

Top Tips to holding a successful fundraising event

Some ideas to help you organise an amazing event to help raise funds and promote SBS

Purpose:

What is the purpose of your event? Perhaps you'd like to do more than raise funds and help let people know more about the cause and work we do. Let us know how we can help you with leaflets, posters and maybe even attend in person!

Fundraising Goal:

How much money do you plan to raise? Having a goal will make organising things much easier.

Budget:

Taking into account the fundraising goal; how much money should you spend on running your event? Perhaps make a budget listing of everything you can think of and leave a little extra for any unforeseen costs.

Leadership:

Whether working alone or with a group or committee; leadership is essential to reach your goals. For larger events definitely get a committee together. Include local celebrities, business leaders and philanthropists and don't forget on the ground volunteers and staff.

Target Audience:

Who will come to your event? Who will support you? Is the event geared towards a specific group like business people, parents, or young professionals?

Set-up:

Where will it be? Will food be served? Will there be entertainment? What kind of dress will be required? What is the itinerary for the event? You can always ask SBS for advice.

Marketing:

Get the word out: make posters, invites, postcards, adverts, word of mouth and, of course, social media. Don't forget to share your event with SBS so we can help promote it to our supporters for you.

Sales:

Will people buy tickets or sponsor you or will they be making donations to SBS directly? Why not set up an online fundraising page here to make collecting funds even easier? If you expect cash donations on the day make sure you ask SBS for donation boxes.

Practice:

It is worth running through how your event should run with all key personnel. If you are having a large or unusual event, the event staff may want to have a practice run to make sure that everything runs smoothly.

Thank yous:

Make sure to keep a note of all the people who helped to make your event a success; from volunteers or staff to donors or vendors then let us know these details so we can thank them (and you) all for their help!

Have fun!

Most of all - make sure you have fun!