

HOW TO ORGANIZE A FUNDRAISING EVENT:

1. Select a fundraising team:

Select a fundraising team who will organize the event, motivate people to get involved, and follow-up to ensure money is collected and forwarded to the organization that fundraiser is being held for. These people should be enthusiastic, dedicated and organized.

2. Decide what you will raise money for:

Your options are:

- Child sponsorship
- Project sponsorship
- General donation for the children emergency fund

3. Decide what your fundraising event will be:

- Take a look at the ideas in this guide, check out fundraising websites, recreate an event that has worked well in the past or ask friends and families to recommend successful fundraising ideas. Choose what will work best for your group given the time and resources available
- Remember to set a target for how much money you're hoping to raise and communicate this to your team and participants.

4. Figure out what resources you need and how to get them:

You may be able to get much of what you need donated by family and friends, or you could persuade local businesses to offer you a discount on certain items. Determine how much it will all cost – don't just guess! Underestimating the costs involved may cause you to fall short of your fundraising target.

5. Use a calendar to establish a time frame for organizing the event:

Work backwards from the event date to figure out the key stages of your plan. For example, determine when you need materials designed or invitations sent.

“Children are at the center of everything we do.”

6. **Decide who will be responsible for which tasks:**

If your event requires a lot of people, make sure you delegate responsibilities, otherwise you'll end up doing it all by yourself!

To help you delegate, we suggest you select the following roles and leaders:

- Project manager. Every project should have one leader who keeps people motivated and who makes sure that tasks are completed according to the schedule.
- A marketing team. They are important in coordinating a fundraiser. They decide who the audience is, what the key messages are and how to communicate those messages through different channels.
- A production team or person. These people source anything that is needed for your event and also coordinate the event on the big day.

7. **Publicize the event:**

Here are a few ways to let people know about your fundraising activity:

- Posters
- Leaflets or flyers
- An article, press release or advertisement in a local newspaper
- Announcements over the intercom
- Postings on your website or intranet
- Announcements on local radio or television

8. **Let Plan USA know what you are doing:**

We may be able to publicize your event in our newsletter, website or press releases. We will certainly be interested to hear your fundraising ideas.

9. **What to do after the event:**

After the event collect the money while the event is still fresh in people's minds and remember to thank all the volunteers and local businesses that supported your event.

And finally...

Congratulate yourselves on a job well done! You have helped make a real and lasting difference in the lives of children in very needy circumstances.

