

Ready to Fundraise? See these handy next steps to get you started...

Fundraising and organising an event can be a daunting experience yet highly rewarding! Check out our top tips to help you run a successful fundraising event!

1. Teamwork

Why not involve other people and share the load? Talk your idea through with a few friends, work colleagues or family. Ideas can inspire others to help and put their skills and networking into action.

2. Plan ahead and get organised

Planning early is key to running a successful event. Make a checklist of what needs to be done and when. This will give you time to spread the word and seek helpers. Consider if you need any special licences-event & public liability insurance, food hygiene certificate, alcohol license, a risk assessment. If hiring a venue, it's worth checking if your event is covered by their insurance and risk assessment. Does the venue have a license to sell alcohol? Planning on selling raffle or lottery tickets? Check out www.gamblingcommission.gov.uk for guidance on raffles & lotteries.

3. Set up an online fundraising page

This is an easy way to raise donations directly to the charity. You can personalise the page, add your story, keep track of your total and set up a QR Code so people can easily get to your online page. Set a fundraising target-you can always increase it when you've reached the original target!

4. Spread the word

Let people know about the charity and why you are choosing to support us. People are more likely to engage & donate to a good cause when they understand why it means so much to you. Make contact with your local paper, magazine, radio station and share on your social media channels. It's a great way to get the word out! Speak to your employers HR department to see if they run a company matching scheme. Under these schemes any charitable donations or fundraising you do will be matched by your company.

5. Thank your Supporters

Send a message of thanks and gratitude to your supporters for their time, commitment and donations. Whether they sponsored the event, donated or volunteered, people love to hear the outcome of fundraising events. Update them on how their support has helped the charity projects and their beneficiaries.

Remember, let us know how you got on! We love to hear about all our fundraisers plans and their journey to success. Send us any photos, videos from your event to fundraising@mckscharity.co.uk

