World Eye Cancer Hope
life and sight for every child

Planning Your Event: Hints and Tips for Success

World Eye Cancer Hope raises life-saving awareness of retinoblastoma, improves access to high quality medical care and provides practical support for families. We rely entirely on charitable gifts to meet the costs of these activities, and therefore invite and encourage fundraising in the community.

The idea of organizing a fundraiser may be daunting, but such activities can be great fun and extremely rewarding. With a little teamwork and good planning, even small events can be very successful.

Community events have the potential to raise significant funds in a short space of time, and create a wonderful opportunity for people to come together for a good cause, while also raising awareness of retinoblastoma.

You must sign and return the Fundraiser Registration Form before commencing any activities for World Eye Cancer Hope. This is designed to protect both you and our organization, and helps us keep track of the events being planned on our behalf.

Once we have your signed registration form, we will be able to support and advise you in your fundraising activity. In the meantime, we do hope this planning guide will encourage you to support our fundraising efforts.

Be Creative

So many charities exist today. Your potential supporters will almost certainly have been contacted by other organizations soliciting support. Try to stand out from the crowd with a creative, original event or proposition. Use the A to Z guide for ideas. You will find detailed planning guides for specific events within the Fundraising Pack.

Be organized:

Allow plenty of time to plan events, and set yourself ambitious, but achievable, goals. Make lists of what needs to be done, by whom and when.

Work as a team

Organizing a fundraiser can be hard work, so try to work with a few people and delegate tasks so the work is evenly spread. For example, if you are planning a dinner-dance, identify one person to organize the venue, another to plan catering, and another to arrange entertainment etc.

Think of ways to increase income

Though large events are great fundraisers, they do cost a lot to stage. Work on attracting sponsorship for catering, entertainment and perhaps even the venue. Produce an advertising funded souvenir programme to boost profits. Hiring a photographer to take and sell photos will also increase your funds raised.

Business support is good

Don't be afraid to approach businesses for advertising, in kind donations or sponsorship for your event. There are many benefits for the company if you handle the association correctly. For example: free publicity, increased consumer awareness of the company and/or its products, improved public image and relationships with employees and suppliers.

Before contacting any company, consider what you are asking for, what you can offer in return, and what the company can gain by supporting your event.

Know what you are asking for

There are different ways a business can support you, and that support may come from different budgets in the company, such as Marketing, PR or charitable funds..

Advertising means the company buys a space in a specific media (such as an event brochure, or on the back of tickets).

Sponsorship means the company pays to associate its name, logo and/or product with a specific activity.

In kind donations are gifts of items such as food, raffle prizes or services.

Offer something in return

This is more likely to produce a positive response. For example, offer to advertise a local supermarket on the back or your tickets, in return for donations of food for your event, naming of the event after the company in return for sponsorship, or acknowledgement at the event and in the paper in return to an in kind donation.

Contacting Businesses

Approach companies well in advance, so they can budget for their costs. Many companies have an annual or monthly allocation of charitable funds, so consider approaching potential sponsors at the end of the previous financial year.

Put your request in writing, and address the letter to a specific person. If you don't know the name of the person to whom you are writing, telephone the company first, and ask for a specific name (always check spellings).

Include the following in your communication:

- What you are asking for.
- What you are offering in return.
- Why the company should support you,
- What your event involves, and how you are preparing for it
- Info about WE C HOPE: who we are, who we support, how and why.
- Details of any personal link to WE C HOPE, such as a child with Rb.

Enclose a stamped addressed envelope. This will make replying easier for busy people, and you will be more likely to receive a positive response.

Keep your business supporters informed of your progress and any press coverage of their involvement. Thank them publicly for their support, and send a thank you note.

Be a Money Matters Master

Keep clear, consistent records of all your expenses and funds raised. Encourage Gift Aid donations if your event is in the UK - we will receive 28% back from the tax man (when the donor pays tax at least equal to the amount being reclaimed). A Gift Aid form is included in this pack. Please print or photocopy it for multiple use.

Please remember to pay out all expenses out of proceeds from your event before sending us your gift. Please also include a breakdown of your costs with the gift.

Street Collections

Remember that there are certain rules you must comply with,

- Collectors must be licensed by the local council (contact our office for details of how to apply for a license).

- Collectors must carry collection permits and wear an official collector's badge (available from our office).

- Collectors must be aged over 16 years.

- Money must be collected in a sealed tin (available from our office).

- Street collectors must not cause an obstruction or solicit actively for money (don't rattle collection tins or call out to passers by).

- Boxes must be opened and money counted in the presence of at least two people who must sign a declaration of observance (available from our office).

- A Return Form (supplied by the licensing authority) must be completed within 20 days of the collection.

Sponsored Events

Ask as many people as possible to sponsor you. Place your sponsor form in a location where people will see it and sign up. For example, leave a copy of the form

on your workplace notice board, or on the welcome desk at your church, and ask people to sign up through a notice in the office newsletter or church notices.

Begin with people who will sponsor you generously. Subsequent sponsors will see generous donations at the top of your form, and will be more likely to follow suit. Remember to acknowledge all contributions with thanks.

Online sponsorship forms

Set up an online fundraising page to receive sponsorship or donations from your supporters. A fundraising page can dramatically boost the level of sponsorship received. This service is free, quick and easy to set up, and simple for the donor to make credit/debit card and tax efficient donations. You can add a photo and personalised message, as well as email the link to friends from the site.

For more information and to build your page, visit www.wechope.org/fundraisingpage

Promote your event

People will need to know about World Eye Cancer Hope, and why they should support your fundraising efforts. Explain clearly the work of the Fund, so that people know who we are, how their donation will be used, and who will benefit. Please always check wording on any promotional materials with us BEFORE releasing sending it to print or releasing it to the general public.

Use the media

Contact local newspapers, radio and TV stations, community newsgroups and magazines. Use our Media Toolkit to help you write a communication for the media. Follow up the press release with a telephone call and ask if a reporter would like to cover your fundraiser, or if you can write an article yourself.

Local media is usually interested in covering interesting fundraising events, so identify an angle that will particularly capture their interest. Getting your name and story in print is one of the most effective ways of gaining support. Remember also to approach your workplace newsletter or place posters on community notice boards.

Remember the legal stuff

Before your event, please check If you need any licences such as for a street collection or event in a public place, as well as public liability insurance. Please contact us for further advise.

On every piece of promotional material, you must clearly state our charity's full name and registered charity number (as at the bottom of this document).

You must also make it clear that the event is hosted by you, a World Eye Cancer HOPE supporter, and not the WE C HOPE itself. Please use the disclaimer below on event materials, post it in clear view of event participants or hand it out to participants at your event.

This event is organized and managed by a World Eye Cancer Hope (WE C HOPE) supporter to raise funds for the organization. This is not an official WE C HOPE-hosted event, but all (or ___% of the profits) benefit World Eye Cancer Hope and their mission to provide best possible medical and supportive care for children, survivors and their families worldwide affected by retinoblastoma.

Checklist

Tick as appropriate.

☐ I have completed and returned my Fundraiser Registration Form.

☐ I have checked the need for relevant licenses, obtained the appropriate paperwork and noted any dates by which I must return post-event reports.

☐ I have included the World Eye Cancer Hope name, charity number and disclaimer on all publicity materials.

☐ I have shown World Eye Cancer Hope proofs for all promotional materials and tickets, and been given approval for their use.

☐ I have deducted all expenses before sending funds raised to World Eye Cancer Hope.