



A Step-by-Step Guide to Making Your Event a Success

This is our step-by-step guide to creating a successful event. Not everything here will apply to your event of course, but we've drawn together ideas from our own experience and that of others to hopefully accumulate useful suggestions - for planning, publicity, safety and more - that will help you to have a great event.

Your own fundraising webpage

TOP TIP!

You can set up your own webpage, highlighting your fundraising event at [Everyclick.com](http://www.everyclick.com) where Safe Anaesthesia Worldwide is registered. This is an absolutely top tip for the success of your event, as it makes it easy for people to support you even if they are a long way away. The process is very easy and you can even include a picture and video if you want.

[Go to <http://www.everyclick.com/fundraising/fundraising-pages>](http://www.everyclick.com/fundraising/fundraising-pages)

Publicity - Let everyone know!

If media coverage can be gained for the event as well as money, this can make it even more of a success. Press releases about the event and for whom the money is being raised should be sent to local papers and radio stations prior to the event. Download our guide to writing a press release on our Start Fundraising webpage. Publicise the CharityGiving.co.uk webpage that you've create to your friends and contacts via your Facebook page.

Perhaps you could post a message on the local authority's website to spread the word about your fundraising. You would be surprised how happy people will be to support you whether you're having some fun or facing a big challenge!

Placing posters in key locations can help too. Try one or two at work or school if there are suitable locations and you have permission.

Selecting a date and venue

Take account of the number of people who will be involved. Consider whether the date and venue can be used to attract publicity and potential supporters e.g. an event for Christmas or Easter; an event at a local sports hall or cultural venue. Always check whether you need to obtain permission to use a particular venue or route. A call to your local authority will enable you to find out if permission is needed and from where it can be obtained.

Check that your event does not clash with other events in your area. You may be able to find out this information through your local library, local authority or web search. You may want to consider avoiding general holiday times such as July and August, although bank holidays can be good dates for car boot sales etc. Popular times are Easter, Christmas, Halloween, Guy Fawkes Night and Valentine's Day, if you are planning events with a special theme.

For some events you may need a special venue. Consider a suitable local community centre,



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church hall, school or college. Make sure that it is easily accessible and safe for all (e.g. suitable disabled access). Also, make sure you enquire with the venue manager about insurance as some venues may expect you to have your own.

Ask the owners if you can borrow any of the furniture or equipment already there. If you need extra equipment, ask local firms if they will lend it to you free of charge. Safe Anaesthesia Worldwide cannot underwrite the costs of events, so please be careful about costs that you incur.

If you are planning any large scale outdoor activity, contact your local Police for permission. Similarly, if you are planning on having a licensed bar at your event, ask the local Police first.

Involving other people

Ask your family or friends if they would be interested in helping you to help spread workload. If you want to increase the number of people taking part, then you could publicise the event at your workplace, school, college, sports club, etc. (your friends and family may be willing to do likewise), and put up a notice about what you are doing if possible. Additionally, you could write to local organisations that may be sympathetic to Safe Anaesthesia Worldwide's work.

If it's a big event allocate tasks to each person and have regular meetings to discuss what needs to be done. Some people may be good at handling the finances, while others are better at dealing with people.

For a big event it is important to have enough willing people to help beforehand, on the day and afterwards.

Extra help

Contacting local businesses is often a great source of support that may be given in return for using their name on sponsor forms or wearing their logo / T-shirt or similar. Your own place of work may be the place to start!

Take lots of pictures!

Take lots of pictures of your event underway, and please email us copies of the best ones. It will help us a great deal to be able to illustrate Safe Anaesthesia Worldwide fundraisers in action to encourage others, and we would also love to be able to report on your endeavours for Safe Anaesthesia Worldwide in our newsletter.

After the event

Depending on how many supporters you had, you could send some 'thank you' letters or emails to them. It shows your appreciation and can also be a good opportunity to send out details of your next fundraising event! Keep the money you raised in a very safe place until you can take it to the bank or pass it on to us.



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Paying the funds you raised to Safe Anaesthesia Worldwide

You can pay the funds you have raised to Safe Anaesthesia Worldwide in several ways.

- At a Bank. If you've got cash from a collection or other contributions that have been passed to you, you can either pay it into your own bank account and then send it to us via one of the ways indicated below, OR you can pay cash (or cheques made out to 'Safe Anaesthesia Worldwide') directly into our account at your local NatWest, quoting the following details: 'Safe Anaesthesia Worldwide', sort code 60-60-08, account number 47161272. Please also send us an email to inform us (info@safe4all.org.uk) so that we know you have paid in the money.
- You can send us a cheque made payable to 'Safe Anaesthesia Worldwide' to the address below. Please remember to let us know your name and address and how you raised the money.
- You can pay money to us online using a credit card – just click the Donate Now button on our website.
- If you use online banking you can make a payment directly to Safe Anaesthesia Worldwide, sort code 60-60-08, and account number 47161272. It's essential to give your name as a reference otherwise we won't know the money is from you. Please also send us an email to let us know (info@safe4all.org.uk).
- If you've set up your own webpage at <http://www.everyclick.com> you can use that to make a contribution to Safe Anaesthesia Worldwide.

SAFETY, FOOD AND SMALL PRINT

Safety

Please be safe. Whilst we really appreciate your support, Safe Anaesthesia Worldwide cannot accept liability for any loss, damage or injury as a result of fundraising or other activities for us. Whether it's a challenge, a dare or simply something entertaining, all activities, and participation in them, are at the organisers' and participants' own risk. Your activity should not pose a danger to you or any onlooker.

Think about whether your venue has been checked for health and safety hazards, or if there is adequate access for people with disabilities. Confirm that first aid supplies, fire fighting equipment and emergency evacuation procedures are in place.

Safeguarding children

Please take extra time when planning fundraising activities involving children. Any fundraisers under the age of 18 should have their parent or guardian's permission to take part. Make sure children are properly supervised and you've made provisions for lost children at events.



Insurance and losses

By organising a fundraising event you are responsible for taking adequate steps to ensure that the event poses no risk to others. Check that any buildings or equipment that you hire are covered. Often insurance is included in the hire fee but not always. Check what public liability insurance the venue has and that it covers owners' liability risks.

You may need to consider arranging public liability cover for some events which will protect you against claims made by third parties for injury or property damage as a result of negligence.

Safe Anaesthesia Worldwide does not take responsibility in any regard for fundraising activities or other activities undertaken on its behalf by supporters. Safe Anaesthesia Worldwide also does not provide to its supporters insurance cover for public liability nor insurance cover in any other regard. Accordingly it is strongly recommended that you consider any insurance or related issues in respect of the event or activity that you are undertaking.

Safe Anaesthesia Worldwide cannot be held responsible for any financial or other losses incurred by fundraisers or other volunteers working on its behalf.

Food hygiene

If your event involves food, then food hygiene is vitally important. No one likes a stomach upset, especially as a reward for raising money for a charity. Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking.

The Food Standards Agency [www.food.gov.uk] provide a range of booklets and publications available online. A list of safety and hygiene publications is available at http://food.gov.uk/about-us/publications/safetyandhygiene/#.UcmdE_m1GSo

The Food Standards Agency publication *Germwatch - good food hygiene at home* is available from their website.

Further information can be obtained from your local authority.

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