

# 10 RULES FOR HOLDING A SUCCESSFUL EVENT



## DO...

### Have a clear objective

If you don't know what you're trying to achieve, your event guests won't either. Make the fundraising objective straightforward and let your guests know exactly what to expect at the event.



## DON'T...

### Choose the wrong venue

Are you certain the indoor public swimming pool is the right spot for your charity barbecue?



## DO...

### Budget the event carefully

It kind of defeats the point if you lose money at your event due to poor planning. Make a budget and make sure you stick to it.



## DON'T...

### Leave things to the last minute

Putting on a great fundraising event takes longer than you might think, so give yourself plenty of time and don't leave everything till the last minute. People can tell when things have been rushed.



## DON'T...

### Be afraid to ask for help

You don't have to do it all on your own – and unless you're the Leonardo da Vinci of events you probably shouldn't attempt to. You'll be surprised how many people will want to offer a hand.



## DO...

### Figure out your target audience

Think carefully about who you're going to invite to your event. Will it be open to everybody or will you look for specific people or groups with a connection to your charity?

# DOs AND DON'Ts



## DO...

### Hire carefully

You'll need outside help to make your fundraiser a success, but there's a risk when you delegate – will your poor choice of caterer, for example, leave your guests with an unpleasant taste in their mouths?



## DON'T...

### Be shy about upselling

You're raising money for a great cause so it's fine to encourage guests to donate a little more money. Sell merchandise, hold a raffle, or ask people to sign up to direct debits for your charity.



## DO...

### Ensure your guests are safe

Conducting a health and safety risk assessment isn't many people's idea of a good time, but as the organiser you have a responsibility to ensure you're not putting guests in harm's way.



## DON'T...

### Forget to say thank you

Your guests and helpers have been lovely, generous and kind. Let them know you appreciate it.