

## Fundraising By Yourself – Things to Consider

At some time or other, all groups take part in some kind of fundraising activity. For some this will be because there is no other way of making money. For others it will be to show commitment or as an awareness raising tool. Here are some hints and tips to consider when you are planning your fundraising.

- |   | To Do                    |
|---|--------------------------|
| <ul style="list-style-type: none"> <li>• Do you know who you want to attract to your event?<br/>(Is it your key supporters? Is it the wider community? Can people afford to attend your event?)</li> </ul>  | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• Check what else is happening in the area on the same day<br/>(It's impossible to avoid every event, but try to avoid busy days!)</li> </ul>  | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• Help on the day<br/>(How many people can you rely on to help set up and man the event? How will you organise their efforts? Will you pay expenses?)</li> </ul>   | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• What costs will you incur arranging and staging the event ?<br/>(All activities have costs attached. What will you need to do in advance? How will you meet the costs? )</li> </ul>                            | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• What parts of the event will be outwith your control?<br/>(Will you be affected by weather conditions? Are you reliant on other people's geneoristy? What if one of your contributor's drops out? )</li> </ul> | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• Do you need to consider insurance to cover the event?<br/>(Having to cancel an event at short notice can be expensive. In some circumstances insurance can be worthwhile, but remember it costs)</li> </ul>    | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• How much can you reasonably expect to make from the event?<br/>(Bear in mind your location, your likely audience and how much your willing to spend on publicity!)</li> </ul>                                  | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• Does it fit with your organisation's profile in the community<br/>(Make sure that any activity you undertake fits with your local image )</li> </ul>   | <input type="checkbox"/> |
| <ul style="list-style-type: none"> <li>• Will it be fun!<br/>(If you don't think it will be fun – don't do it! People can always tell when events are 'staged'. Fundraising should be fun for everyone involved )</li> </ul>                            | <input type="checkbox"/> |

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