



# Introduction to Community and Events Fundraising

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# The day will cover

- An overview of community fundraising
- An overview of events fundraising and the various approaches
- A look at how community and events can go hand in hand
- A look at what preparation needs to be in place before finalizing the community events action plan
- How to be more strategic when approaching this type of fundraising
- How to use volunteers more effectively.

# Outcomes

- Getting an overview of community and events fundraising
- Looking at various types of events and community fundraising methods
- Understanding how community and events fundraising fit together
- Learning the essential ingredients that are essential in managing fundraising events

# More Outcomes

- Knowing where community events fit in the Fundraising Mix
- Understanding essential preparation and planning
- Importance of having realistic and measurable objectives
- Looking at the fundraising cycle and how it relates to community and events
- Understanding the importance of volunteers
- Understanding of event life cycle and time line

# A few thoughts



# Things that go hand in hand

- Fundraising and raising awareness
- Community and events



**Loyal supporters in the community  
are a must have for long term  
sustainable core income**





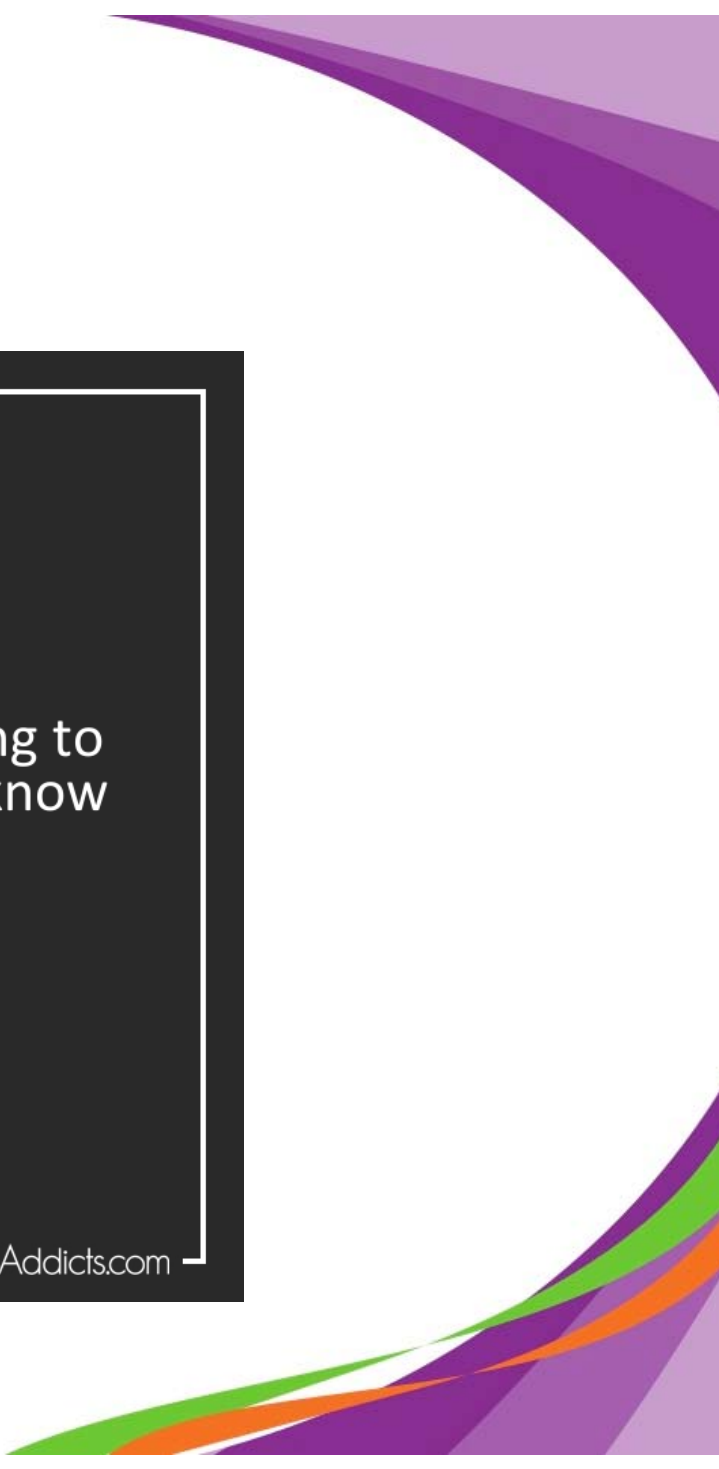
# Great events leaves you wanting more!



Photo: Anoop Krishnan <http://anoop.photography>







The most important thing to  
remember is you must know  
your audience.

Lewis Howes

QuoteAddicts.com

# Fundraising Mix

- Individual (Major Donors)
- Community (Smaller donations)
- Companies (Donation and Sponsorship)
- Trusts and foundations
- National lottery
- Government
- EU (Brexit effect)
- Events
- Social Media
- Just giving & Crowd funding



# Developing Fundraising Mix

## Community supporters and Events help:

- diversify our fundraising
- **ensure that we have durable and reliable sources of income to take us into the future**
- developing our fundraising mix and be more sustainable
- **reduce the risk of having too much funding concentrated in one source**
- **Help with core funding**

# Community Fundraising

- A local or **community** approach to **fundraising** is by definition very specific and targeted.
- It involves building a relationship between your organisation and the people who give you money and who support your aims and activities
- Understanding your community can help you determine your target and potential revenue
- Volunteers and strategic approach essential

# Community Fundraising

- Schools
- Universities
- Rotary clubs
- Pubs
- Churches
- Newspaper appeals
- Community sports
- Social media – online community
- Volunteers

# Online community

- Importance of Social media
- Facebook
- Twitter
- Instagram
- Online donation tools
- just giving
- Crowd Funding

# Who is your community

## **Individuals:**

Who is your audience & target group

How are you in touch face to face, online, other

## **Companies:**

Relationships with sponsors, their employees, CSR volunteering



directory of social change

## **Local government and grant making bodies, Lottery:**

Do they support local schemes and how can that benefit your community or your events

**Other organisations:** Who complement your work – could you work together to reduce costs or reach more beneficiaries



# What is Events Fundraising

- A fundraiser is an event or campaign whose primary purpose is to raise money for a cause, charity or non-profit organisations (Wiki).
- Organising events as a means of fundraising can be a great way to involve an array of different people and the community as a whole. It can raise awareness for your cause in a fun way, reaching new audiences and a wider potential new supporter base.(ICFM)

# Purpose of community and events Fundraising

- **primary purpose is to raise money for a cause**
- **help with sector/client recruitment**
- a great way to involve an array of different people and the community as a whole
- can raise awareness for your cause in a fun way
- Create loyal supporter base
- reaching new audiences and a wider potential new supporter base. (ICFM)

# Different types of community events

Special events (large, medium and small scale)

- Ball
- Auction
- Car boot sale
- School Fair
- Party
- Festival
- Concert
- Coffee mornings

Sports events

- Marathon
- Golf tournament
- 5k runs

Conferences

Online

**Hard work behind the scenes ensuring a  
successful community and events fundraising  
meets its objectives**



# Volunteers

- **Glue that hold community fundraising together.**
- Effective Volunteer management and programme is an imperative part of a for successful community an events fundraising strategy.
- Volunteer **praise and championing**
- Volunteer **recruitment**
- Loyal volunteer supporter base
- Delegation and Trust

# Volunteers

- **Trustees/staff/volunteers**
- **Time commitment**
- **Expertise**
- **Define roles/responsibilities**
- **Recruitment** Scouts, cadets etc, references
- **Legal** data protection, DBS
- **Welfare** health and safety

# Things to think about

- Where the special events programme and community events fits in your overall strategic direction and fundraising strategy
- Importance of clear **objectives**
- Brief over view of SWOT and PEST
- Timing of key activities for the specific events



# Set Objectives

- Set objectives..  
What do you want  
and why are you  
doing it
- Is it to raise  
awareness, improve  
your brand, raise  
funds? Recruit a new  
audience?



# SMART



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[www.learnmarketing.net](http://www.learnmarketing.net)

# Objectives(SMART)

- **Specific .....** Why are you doing it?
  - Outcomes e.g. publicity, fundraising, networking, training/education, consultation, information sharing
- **Measurable... Quantity**
- **Achievable- can it be done**
- **Realistic- do we have the resources and what results can we realistically expect**
- **Time bound- by when and how long do we need**

**Know the priority of your objectives**

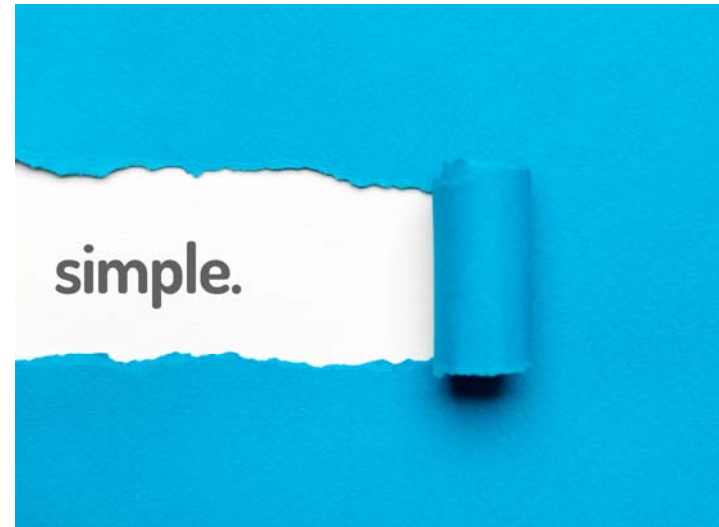
# Purpose of Objectives

- **Focus**
- Prevent drift
- **Collaborative working**
- Delegation
- **Resource identification**
- Communications
- **Success criteria**
- Evaluation



# Simplify objectives

- **Make your objective simple and easy to understand**
- If you have more than one objective prioritize them into primary and secondary objectives
- It is easy to lose sight of your objective so before making ANY decisions come back to your objective

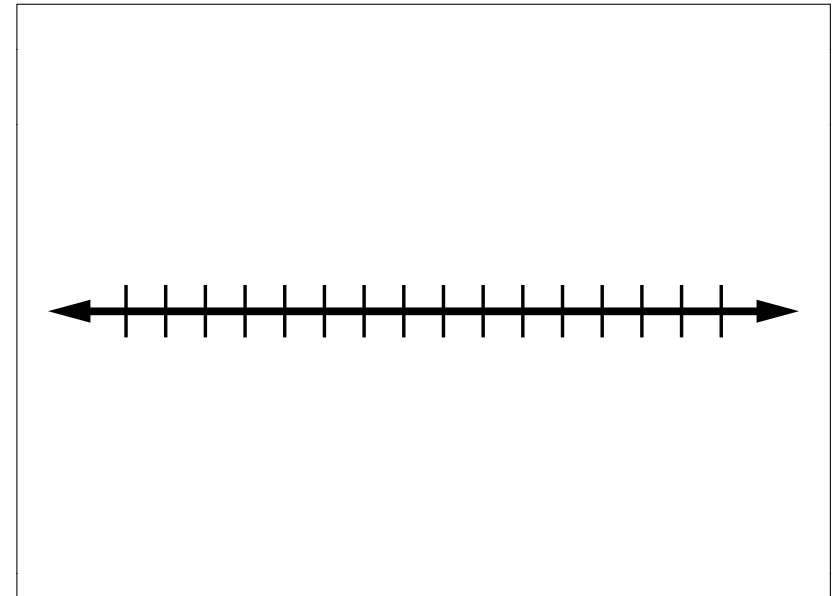


# Beginning with the end in mind!

- What you are intending to do and why?
- What is the motivating factor for doing it?
- Check that your objective fits with your strategic plan and overall aims
- Does your objective fit with your skills and experience?
- Is it realistic given likely time and budget constraints?

# Timeline

- What do you want to achieve by when
- **What do you need to do by when**
- What needs to be done by when



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# Who is your audience?

Remember audience and beneficiaries are usually NOT the same



# Do you have more than one type?





# AUDIENCE FEELINGS

The audience wants you to **SUCCEED**.  
They feel brilliant for **ATTENDING**

@alaamoustafa



directory of social change



Know yourself - and know your audience.

(Tennessee Ernie Ford)

izquotes.com

# Audience

- **Who are your audience(s)?**
- What are their expectations?
- **Where are they?**
- How far will they travel?
- **What are their needs and fears? £, status, ego, physical**
- **What will stop them from coming?**
- How do these effect service and marketing?
- **What about secondary audiences trustees, press?**



# Audience segmentation

## Supporters

Region

Age

Interest

Commitment

frequency

Disposable income

Communication style

- **Volunteers**
- Type of volunteer
- proactive Event organiser
- Reactive to existing events
- Frequency
- Age
- interest

# Community and events fundraising tips

- Know your message:
- **Who are you, what are you about**
- What is your elevator pitch
- **Develop a fundraising plan**
- Define your activities you plan to carry out and how to carry them out and manage them
- **Have a plan and a post event plan.**
- Be strategic build relationships with your community for the longer term



# Get creative

- Meets your objective(s)
- Meets audience needs/fears
- Fit with overall charity purpose
- Breaks the boredom barrier (USP)



# Importance of Cross team work

**Coordinating event and community activity  
internally and externally**



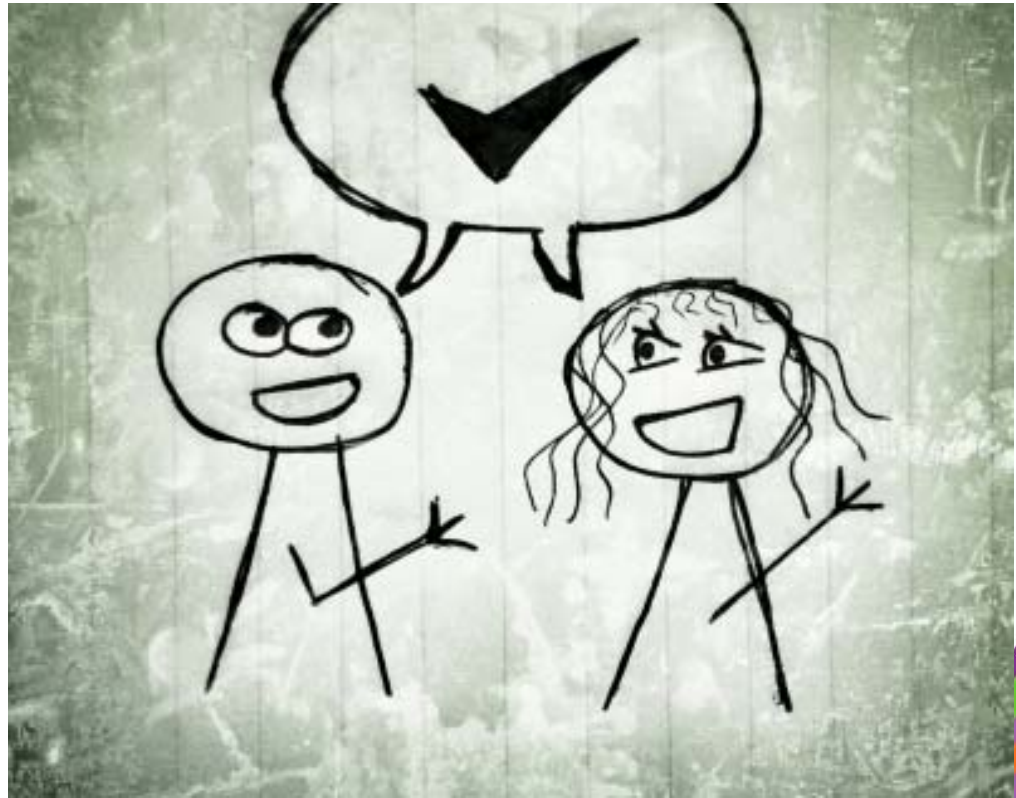
# Fundraising Cycle: Internal and External Preparation

In front of an audience



# Understanding your organisation

- Vision and Mission
- **Objectives**
- Positioning
- **Strategy**
- Ethics/values



# Key messages and USP





- **Key messages – the right message for the right audience**
- **Ensure your overall message is consistent**

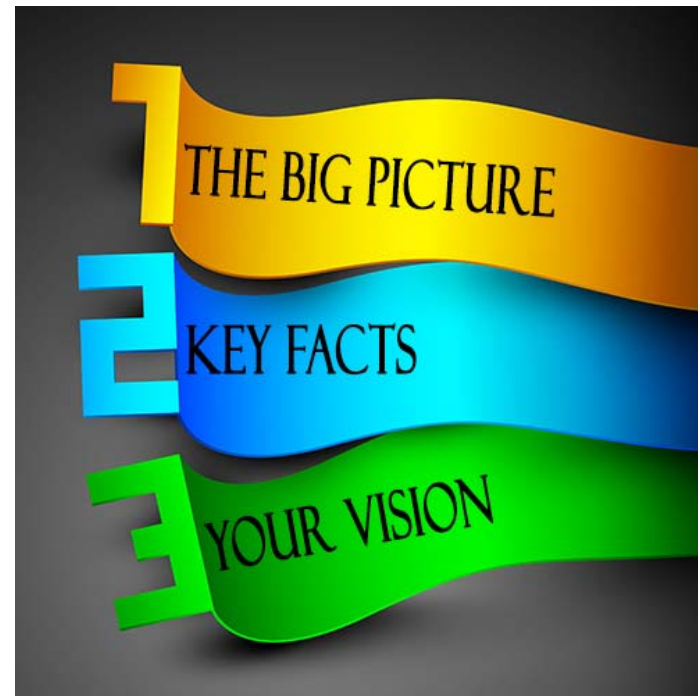


# Key message audience

## Targeted messages

- Sponsors
- Beneficiaries
- Supporters
- General funders
- Major donors
- Community
- Friends/members







# Case for support elements

- **Need**
- Vision/mission/values
- **Plans for future**
- Services: features and benefits
- **Unique selling points (USP)**
- Innovation, cost effectiveness, sustainability
- **How you are portrayed in the press**
- Public image and brand
- **Achievements, impacts and outcomes**
- **Who you support**
- Who supports you
- **Who is your audience**
- Financial goals
- **Leadership of organisation**
- Trustees experience
- **How can donors get involved and benefit**
- Benefit to companies
- **Use of volunteers**
- Relationship with funders

# Case for Support

## For community supporters & events attendees

- What is unique about your organisation (USP)
- Are there similar organisations that do what you do?
- **How does your organisation stand out and differ from similar causes and organisations or service providers?**
- What are the specific needs of your organisations/project?
- **How many people do you directly help?**
- Are you national or local?
- **If you did not exist what would happen?**
- Useful statistics about the need and the problem?
- **Is there a current gap you are trying to fill?**
- Are you a leader in your field?
- What is your objective and why do you need the funding?
- **What is the money spent on?**

# More things to think about

- **Providing the organisation awareness of any legal legal/VAT issues related to community and event**
- Identify key milestones for monitoring and evaluating the events and community reach
- Research and research sources
- **List all the planning activities**

# Income vs Expenditure

- Target
- Expenditure
- Available Resources
- Timing
- **Is it realistic and achievable?**



# Set Budget

- Incomes and expenditures
- Cost based/Historical plus
- Contingency
- Realistic - quotes
- Best/worst and likely scenarios
- Realistic sponsorship
- Return on investment

# 4 stage approach

- **Pre-planning – 6 months**
- **Organising – 5 to 1 month**
- **Final preparation – 1 week before**
- **Post event**



# Evaluation

- Monitor your objectives, suggest improvements for next time
- Formal and informal feedback



# Evaluation

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# Pre-planning





# Team/steering group approach

- **Identify opportunities**
- Pre-empt clashes
- **Gain knowledge**
- Delegation
- **Communications**
- Clear roles



# Ideas and linking them to key community groups



# Creative prompts

- **Themes** – seasons, exhibitions, national weeks
- **Gaps** – in current offering
- **Trends** – tv progs, music, theatre, sports etc
- **Competitors**
- **Other**; letters, colours, countries
- **Working with community and volunteer groups**

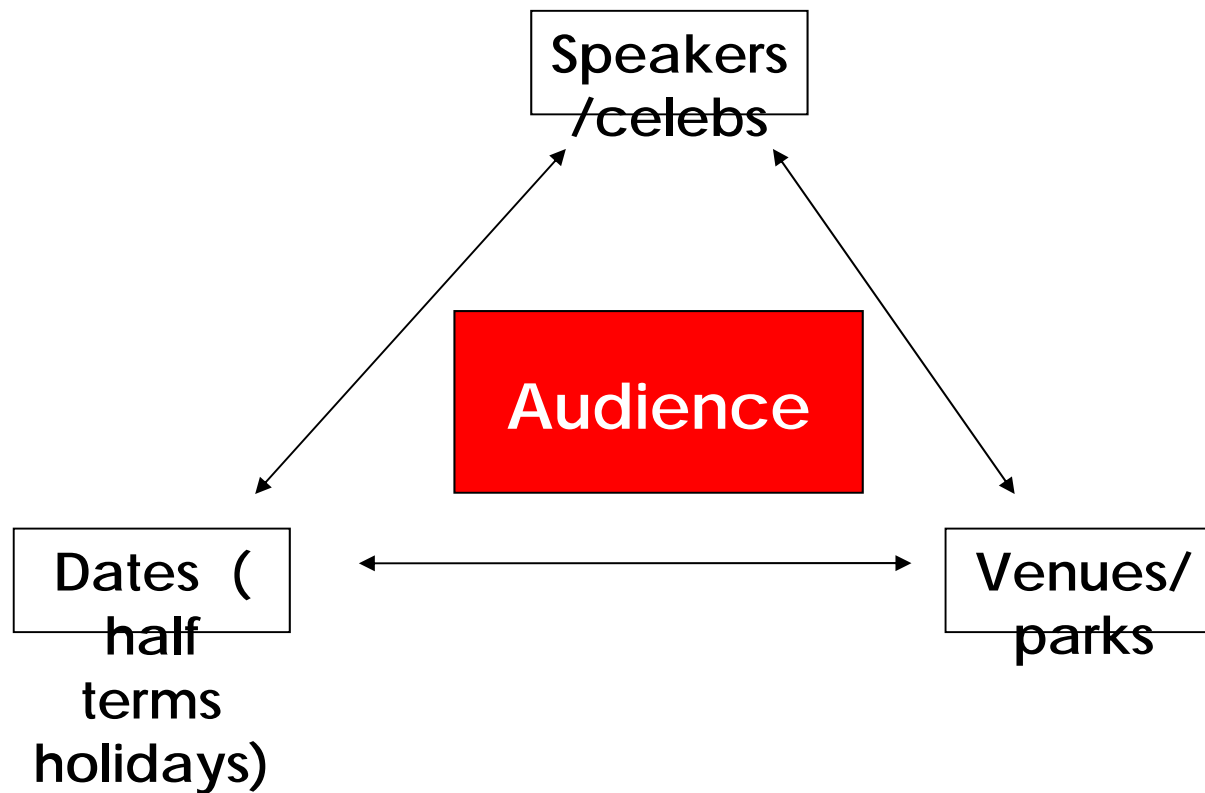
# Main Event Outline

**Dissect and analyse  
your event Idea  
looking at logistics of  
the main elements**

**Decide on the  
appropriate  
community group/s**



# Choosing dates



# Choosing a date

## considerations

- The day, season and likely weather
- Clashes with other events with; the same target audience, school holidays and half terms, national events i.e. cup final, grand national, election days
- Time to open and close the event allowing for set up, travelling time and public transport links, qualifying heats, need for daylight etc
- Availability of the venue
- Availability of entertainment, celebrity or speaker





# Choosing a venue

- **Meet objectives**
- Audience fit
- **Travel considerations**
- Speaker, entertainment, guest and sponsor requirements
- **Venue finder websites/contacts**
- Site visit/venue database
- **Somewhere that is interesting/unique/free!**





# Legal implications (1)

- Licence and permissions; Local Authority, countryside rights of way act, emergency services
- Equal access and equalities
- Environmental impact
- Health and safety
- Travel regulations
- Food hygiene



# Risk Analysis



# Communicate everything to key stakeholders

Steering group/volunteer

Objective(s)

Audience(s)

Ideas and USP

Legal implications

Budget

Date(s) and venue(s)

Event outline



# Communications plan

- **By audience**
- **Key messages for different stages of event timeline**
- **Identify methods**
- **Frequency of communications**
- **Keep within budget**
- **On-going communications plan**

# Communication Channels

## Local/National media

- Radio and television interviews
- Journals and magazines
- Club mailing lists

## Social media

- Website partners
- Google Ads
- Facebook
- You tube etc
- Blogs and review sites
- Email/SMS/Text giving
- Twitter

## Public Relations

- Photo calls
- Stunts/Flash mob
- Competitions
- Communitynewswire.org
- Mediatrust.org

## Personal selling

- Trustees/word of mouth
- **Internal staff**
- **volunteers**
- **External stakeholders**
- **Sponsors**
- **Event participants**

# Communications plan

Message objective	Audience	Key Messages	Method	Timing	Repeat/Pulse

# Participant care

**Data management: Payment processes and ticketing**

**Sponsorship- fees, contracts, benefits**

**Special equipment- health and safety**

**Communications plan to all various audiences**



# Business case for support

## For events sponsorship

- Charity audience reach- direct and indirect
- **Charity's demographic group of interest to a company**
- Does charity reach any particular demographic sectors ?
- **How beneficial is brand association to a company?**
- Does the charity offer any money can't buy experiences?
- **Do you share the same values?**
- How will this be cost effective?
- **Will there be a return on investment?**

# What can you offer a sponsor?

- **Celebrities**
- PR
- **Target demographic/test marketing/product placement**
- Sales revenue
- **Advertising platform**
- Consortium
- **Online partnership**
- CSR and pro-bono
- **Synergy**
- Membership/access to members
- **Employee retention/motivation/recruitment**
- Corporate Hospitality
- **Brand**



# ORGANISING



# Legal implications (2)

- **Written agreement for corporates**
- Merchandise and trading
- **Health and safety, risk assessments**
- DBS (CRB) checks for volunteers
- **Participant expenses and equipment**
- Sponsorship; refunds, costs of trip
- **Legal consents in advance**
- Lotteries/raffles

# Organising

- 1. Start compiling a managers manual**
2. Get quotes - venue, food, transport. Agree terms deposit, final numbers and payment
- 3. Liaison with officials – police, fire, 1st aid, Licenses and permissions, first aid and insurance,**
4. Equipment hire – PA, toilets, marquee, lighting, communications
- 5. Research and agree entertainment, celebs, sponsors, transport**

# More Organising

- 7. Deposits and contracts**
- 8. Participant care
- 9. Ticket and data processing**
- 10. Marketing and communications
- 11. Risk assessment; hazards & actions**
- 12. Site plan; entrances & exits
- 13. Recruit stewards/volunteers**
- 14. Contingency plans

# Analysis - ROI

Also called fundraising ratio, can help to decide whether to proceed or not with your event

$$\frac{\text{Net income}}{\text{Total costs}}$$

Income £500 costs £50

Income £12,000 costs £3,000

Income £10,000 costs £10,000

Income £5000 costs £3000



**Fixed Costs**

Venue hire	900
AV Equip	150
Advertising	300
Entertainment	150
Speaker	1500
Photography	200
Invitations	300

**Variable costs**

Lunch £15 pp	1500
Wine £1.50 pp	150
Thank you cards 50ppp	50
Fixed Income	
Sponsorship	0

**Variable Income**

Ticket sales £40 pp
Raffle £1 pp

**B****Fixed Costs**

Stewarding costs	900
Safety barriers	1000
Chip timing	2000
Photography	200
PA equipment	400
Advertising	1000
Portaloos	500

**Variable costs**

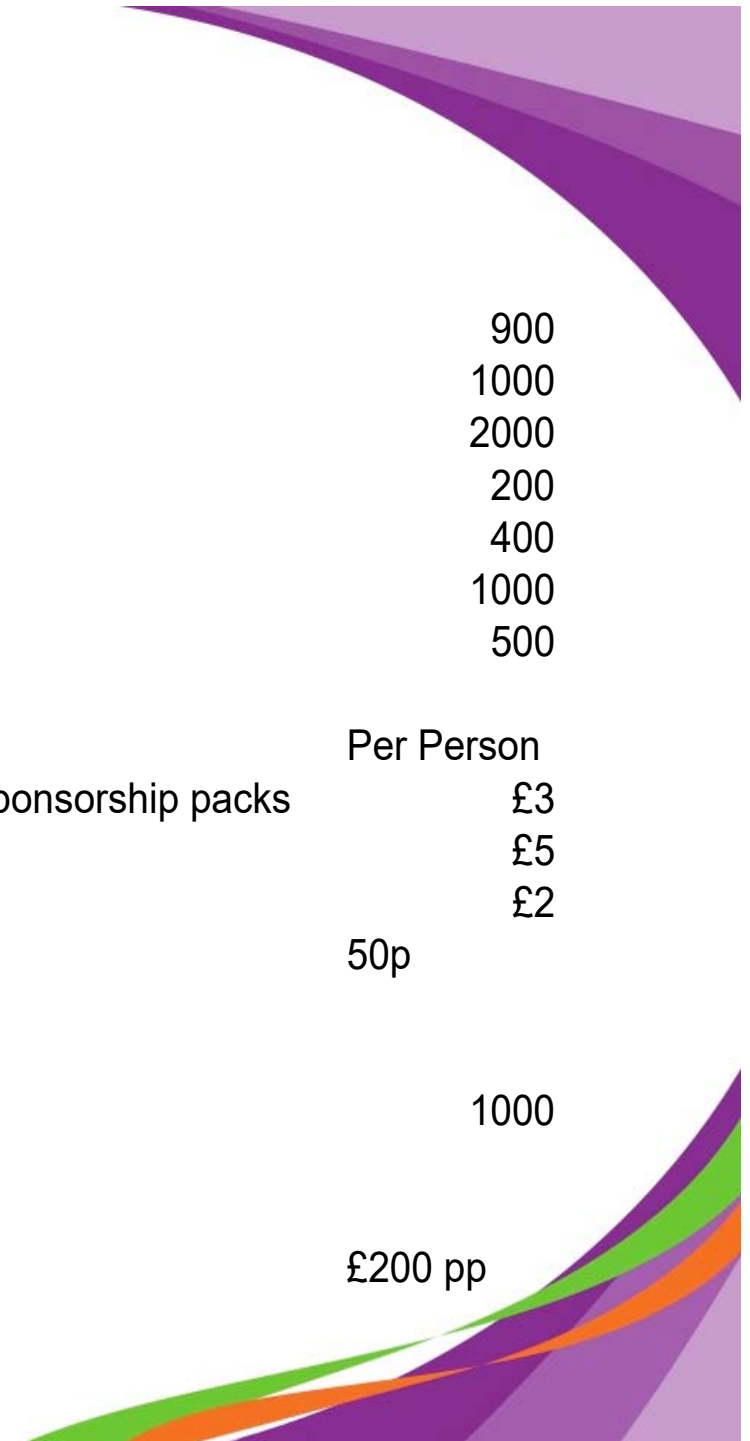
Walker support/sponsorship packs	£3
Refreshments	£5
T- shirt	£2
Thank you cards	50p

**Fixed Income**

Sponsorship	1000
-------------	------

**Variable Income**

Sponsorship	£200 pp
Raffle £1 pp	



# Contractual considerations

- Clarify what exactly is included .. Assume nothing!
- Equipment use – yours & there's
- **Shared areas/sole use**
- Signage
- **Experience of main contact and manager on the day**
- Request copies of certificates, insurance and risk assessments
- **Review contract don't just sign!**



**ASSUME  
NOTHING**

# Equipment on site

- **Signage**
- **Managers manual**
- **Risk assessments**
- **Licences and permissions**
- **Emergency kit bag**
- **Evaluation forms**

# Draft event outline

## *working around it*

- **Timetable**

**1.p.m guests arrive drinks  
reception**

**1.30 p.m. lunch**

**2.30 p.m. Speaker**

**3 p.m. coffee and  
publicity materials**

**3.30 p.m. end**



# Confirmations and communications

- **Confirmations with suppliers/speakers/celebs etc.**
- **Final timetable, briefings & phone numbers** staff, volunteers, media, celebs/speakers
- **Info packs – press/VIPs**
- **Special publications ready**
- **Interviews/photos arranged**

# Managers manual

- **Title, objective, last amendment, issue date**
- Permissions and licences, approvals
- **Event manager contacts and likely movements**
- Management structure, role and responsibilities
- **Key staff contact numbers/radio call signs**
- Site map
- **Event schedule/timetable**
- Risk analysis and reports
- **New risk reporting form**
- Accident report and logging form
- **Names and number of subcontractors, service providers**

# Tips

- **Use one note book**
- **Build contacts database asap**
- **Get meeting in early**
- **Start your checklist now!**



# Contingency Plans

- 'What if' planning
- Likely and unlikely events
- Change/postpone/cancel

# Final preparations





**WORK  
HARD  
BUT REMEMBER TO  
HAVE FUN  
!!**