

# TB ALERT Fundraising Advice

*So you want to do a charity event but aren't too sure where to start or what to do? Well here's some advice that may come in useful:*

## Think think think...

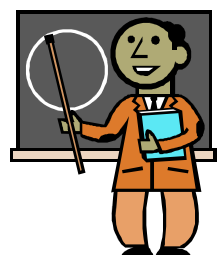
- Get together with a group of friends. The more people, the more fun it is and the less pressure there is on one particular person to do all the work.
- Brainstorm fundraising ideas:
  - Be really creative and innovative!
  - If you get stuck with this and want some suggestions, see our PDF file for fundraising ideas.
  - Remember that to raise a lot of money, you want to do an event that will appeal to as many people in your school as possible.
- Once you've decided on an event, make sure that you tell a teacher about it. You must have your school's consent before doing a charity event.



## Organising the event...

There are many things for you to consider:

- Decide exactly what the event will involve.
  - Delegate everyone with a responsibility so that the entire group has something to do.
  - Remember that good communication with others is vital if you want to hold a successful event, so make sure that regular updates are given to the rest of the group; the most effective way to keep in touch would be by e-mail.
  - You may also wish to hold daily meetings in the run-up to event day.
- When and where will the event take place?
  - If the event is outdoors, do you have a backup location if it rains or snows?
  - Will it be possible to easily move the whole event indoors?
  - If not, perhaps it would be better to do the event in the summer term rather than any earlier.
- Who will be involved?
  - Do you want to include just students, just teachers or a mixture?
  - If you decide that teachers are going to participate, you should speak to them well before your proposed date and explain exactly what the event will entail.
  - Teachers are generally quite busy, so giving them plenty of notice will mean that they are more likely to be available for the event.

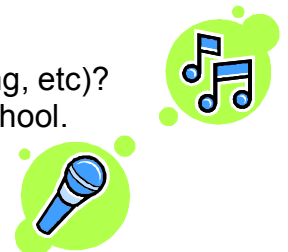


- Will you need to use a particular room in the school, such as the assembly hall or a particular classroom?
  - If so, who do you need to ask for permission?
  - Make sure you are flexible with possible dates for the event.
  - If the room you want is unavailable on the day you want, be prepared to change your original plan.
  
- Will you need to sell tickets?
  - If so, at what price?
  - Who will design them?
  - Where will you print them?
  - Will they be sold in advance or at the door?
  - Who will collect the money?
  - Where will the money be kept until the event is over?



**NOTE:** No student should carry a large amount of money with them. All money raised should be stored in a safe, secure place. This is most likely to be your school office. At the very least, money should be handed over to a teacher at the end of each day – they will keep it safe for you.

- How will you advertise the event?
  - Think about:
    - Using large colourful posters
    - Sending messages to classrooms at registration time
    - Making announcements in assembly
    - Producing fliers or leaflets
    - E-mailing people with the information
  - You may wish to increase the amount of advertising in the few days running up to the event.
  
- A sponsored event will require sponsor forms for participants to fill out.
  - Who will design them?
  - How will you be able to print enough of them for everyone?
  
- Will the event require any special audio-visual effects (e.g. music, lighting, etc)?
  - If it will, get in touch with the people responsible for AV in your school.
  - Tell them exactly what you want and when you will want it.
  - Give them plenty of notice.
  
- Will everyone know what to do on event day?
  - Does the event require a rehearsal of some form?
  - When, where and how will you conduct the rehearsal?
  
- Keep teachers up-to-date with your intentions:
  - It is important that they know what you are doing.
  - They may even have some valuable advice for you.



## Event day...

- If you've prepared well, the day itself will be really enjoyable.
- Remember to:
  - Stay calm.
  - HAVE A GREAT TIME!
- Be sure to take lots of photographs, and send them in to us with a bit of information about the event so we can mention you on our website.



## After the event...

- When the event is over:
  - Tidy up the area you used.
  - Count the money, making sure you collect up all the money that was pledged for sponsored events; you might want to send personal reminders to people who still owe you cash.
- When you know the grand total
  - Give all the money in to your school office.
  - Ask them to keep that money.
  - Ask them to write a cheque for its value to *TB ALERT*.
  - Send the cheque to us.



***After that, sit back, relax, and be proud that you have made a real difference to the lives of so many TB sufferers around the world.***

***TB Alert thanks you for your time and effort; it is much appreciated.***

***And do remember that the work of TB Alert can only continue with your support, so if possible, organise more charity events throughout the course of the year. We will be more than happy to help you if you want any further advice or have any questions. If you need anything at all, please call Melanie on 0845 223 5293 or e-mail [helping@tbalert.org](mailto:helping@tbalert.org).***

