

## Fundraising Events for BCHA

Involvement in fundraising is a great way of securing donations that can be used to directly benefit the specific areas of our work that you care about.

This leaflet is designed to act as a summary of some of the things you need to think about before you do any fundraising activities.

It is hoped it will give you the confidence to implement some of the great fundraising ideas you may have.

- Plan ahead, if you know the money will be needed at a certain time of year, start planning your fundraising well in advance.
- When you have your idea, tell a few people and see if they think it's a good idea.
- Then tell the BCHA Fundraising Manager what you are thinking about doing to make sure:
  - What you want to do is suitable and in keeping with the image BCHA wishes to portray.
  - You are aware of any legal requirements that may be needed for your chosen activity, eg licences, use of exempt charity number, rules for collections, insurance cover, risk assessments etc.
  - The date you are thinking off does not clash with other similar fundraising activities, being undertaken by others on our behalf.
- Think about your chosen activity, what is the main aim of the activity? Is it to: make money or raise awareness?
- Think about your target audience, who is the event aimed at? Friends and family, businesses, colleagues, members of the public.
- When you know your aim and target audience, you need to decide if the activity is feasible. If you need to raise a certain amount, is this amount feasible from your activity and audience, or will it cost more to undertake than it will raise? Would your target audience support this activity? Would you support someone else doing the same thing, if not why would others support you?
- How will you tell people about your activity? Different activities will need different ways of advertising or promoting them. Think flyers, social media, press releases etc.

Once you have decided to go ahead with your activity, you need to plan it in detail, think about everything you will need before the activity, everything that will be needed during the activity and also anything you will need to do after the activity. Even missing the small things can make a big difference.

BCHA's Fundraising Manager can offer advice if you need any help. Contact [fundraising@bcha.org.uk](mailto:fundraising@bcha.org.uk) or call 01202 410587.

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