

HIDDEN SUNFLOWERS

Guide to charity events

This guide will give you a few ideas for charity fundraising events you can organise to complete your 13-week Volunteering Plan and help raise awareness for hidden disabilities.



**YOUTH
WITHOUT
LIMITS**



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Amy featured on the cover has achieved her Bronze DofE Award and is currently working towards her Gold Award. Amy was a Youth Ambassador from 2021-2022. **“I think I’ve enjoyed the volunteering aspect of DofE the most because it’s allowed me to put myself out there and try something totally different. I volunteer at Riding for the Disabled.”**

Tips before you start

Try and get some volunteers to help you run and organise your event. Family and friends are a good place to start. However, it's important that you familiarise volunteers with your motivation and your cause, to make sure they are willing to support it.

Finances

Before you start your fundraising events, it's worth noting that a lot of these will have some cost to set up initially. If you are unable to fund this out of your own pocket, you can do something prior to your main event to raise some initial funds.

This could be as simple as setting up a GoFundMe or JustGiving page and asking friends and family to put some money towards your cause. You could even accompany this with a sponsored run (or something similar) to encourage donations.

In terms of finances, it is a good idea to aim for at least a 2:1 ratio of profits to expenses (or even 3:1 if you can). You want to try to raise as much money as possible during your event.

Marketing and advertisement

This is almost always the hardest task for your event and is often the part that counts the most. Make sure you do this nice and early (a few weeks in advance) so it gets as much attention as possible.

You want to reach the widest audience you possibly can, so consider who it is targeted at and create your materials accordingly. Remember to make them stand out. You can also ask your chosen charity if they have any templates that you can use.

Posters: Put them up in your local area and ask the shops if you can put them inside too. This is the best idea if your posters are paper, as they won't last very long in bad weather.

Social media: You can also add your posters and advertisements on social media. This is a great way to spread the word. Ask your friends and family to share it too so you reach as many people as possible. Make sure to include a link to your GoFundMe page in all your posts for any donations.

Finally, put a lot of effort into this! It's key to a good fundraising event. You want to make sure you get as many people in attendance as you can!

Ideas for your events



This is a great way to raise a small amount of money and raise awareness for your cause without too much effort. These events are easy to organise and can be surprisingly rewarding.

Tuck shop

Tuck shops are a great way to generate profit for your charitable cause. They are easy to organise and can cost very little to set up. Buying sweets and chocolates in bulk can be a relatively inexpensive way to stock up your tuck shop.

Much like Krispy Kremes (following), there are some brands that will be able to give discounts to support your charitable endeavours.

Krispy Kreme doughnut sale

This is an excellent idea for anyone wanting to make a huge turnover in an establishment like a school or a social group/club, making use of Krispy Kreme's scheme for charitable causes.

On their website, you can buy boxes of 12 doughnuts (plain glazed) and if you can find an appropriate charity number for your cause (a given charity's number can be found on their website or requested via email). These can be sold at a high price like £1.50 to turn over a huge profit. It is worth noting that you do have to purchase a minimum of five dozen doughnuts but you won't have any issues selling these. This is a great way to generate revenue, and Krispy Kremes always sell well!



Sponsored sports

Sponsored sporting events can be a great way to raise some money for your cause. Sponsored runs are free and can raise huge amounts of money if you advertise well. You can even have multiple participants for increased effect!

If you are particularly good at a sport, like swimming, for example, you could try and do a more ambitious sponsored swim to attract more attention. However, for all these events your marketing will be what generates the revenue. While it's hard work to prepare, this kind of event can be very profitable if marketed well and can be done online.



Ideas for your events



If you have extra hands (or time) and are more ambitious to raise a large sum of money for your cause, it might be worth thinking about a bigger event. Although, these will require much more preparation and advertising.

Quiz night

These can be incredibly rewarding if well attended, but require a lot more work to prepare for. This could be combined with a tuck shop selling tea and cakes or sweets and chocolate – take it as far as you feel you can. However, it might be a good idea to reduce your entry fee if you are selling things at an extra cost.

You will need to find a venue and a team of volunteers to help you run this. This will need to include a good quiz master, and someone will need to write the questions.

You will also need prizes for the event. These can be easy to get - you could approach local businesses for donations as they can be very generous and may want some more attention for their business. Be wary that not everyone will say yes. However, do not be disheartened and don't be too pushy! There will be plenty of others for you to try. Remember that some venues will let you have use of them for no cost!

Sporting events

Sporting events are a great way to raise money for charity. Why not invite your family and friends for a nice day out in aid of your cause?

Charity football matches are always a big hit, and athletics days work just as well if you can find a venue with a track (ideally). Races and other friendly competitions are a lot of fun for everyone. Always try to sell snacks, even hot food does very well. Many businesses will give a discounted price for this, or they might even donate food and drink for a mention in your advertisement.



Fundraisers are an effective way of raising awareness for a chosen cause. They tend to draw a lot of attention and can also raise significant amounts of money for your chosen charities.

Bear in mind that fundraising events can be difficult and expensive to set up and organise. They often require a few volunteers, and you will almost always end up putting money towards them to buy stock.

If it's too difficult to organise a fundraiser you could arrange an event for the purpose of raising awareness.

As mentioned, sporting events can work really well for this, just to make people more aware of hidden disabilities. Events like street parties also work well to raise awareness, even just on the small scale of your own road!

You could also hit the streets with some friends and volunteers. Create flyers to hand out to people in busy places to raise awareness in your local community. See if you can arrange a street performance to draw in more attention.

These kinds of events can be easy to organise and are a great way to raise awareness on a smaller scale if you do not have the resources to organise a big event.



Final pointers

We hope you found this guide useful – organising events for charity isn't at all easy, and it requires a lot of determination. Just make sure you do your best and have fun – raising money for charity is very rewarding and a great life experience.

Remember, you do not need to use the ideas in this guide, they are there to help you brainstorm and not necessarily to follow.

Useful links

- Canva: www.canva.com
- Krispy Kreme Fundraising: www.krispykreme.co.uk/fundraising-doughnuts-how-it-works

**GOOD
LUCK!**



DofE.org