

# Get going!



— Your guide to  
planning a successful  
fundraising event

LONDON  
**friend**



# Fabulous fundraising ideas

— to get you started

Host a **dinner party** for friends and family. Invite 10 guests and ask them each to donate £100 and hit the £1,000 mark. Or ask them each to donate £40, in celebration of our 40th birthday.

Like the sound of **jumping out of a plane**? London Friend has teamed up with Skyline who will train you to make your parachute jump. Your friends, colleagues and family can sponsor your plunge.

Got competitive mates? Organise a **big gay pub quiz** at your local pub. Ask your pub to support your event by donating the room for free. You can charge an entry fee for teams and the pub will make money on bar takings.

Host a royal **garden tea party** with scrumptious cakes, tea and finery – fit for any Queen during the diamond jubilee year. Get your local patisserie to donate the cakes.





Perhaps you like the idea of getting your friends, colleagues and family to sponsor you in a **personal challenge**, like shaving your head, growing a beard or giving up alcohol for a month?

Like to dance? Why not book a special **salsa night** for you and your friends with a dance instructor? Throw in some nibbles and drinks and dance the night away.

No fundraising suggestion is complete without a **cocktail party**! Shaken or stirred, it's a sure way to have fun and raise funds!

Love to jog? Into sports? Why not organise a **sponsored** cycle, hike, swim or run – our sponsorship form and goodies are all you need to get going.

Part of a sports team? Why not ask your group to organise a **sport event** – a football, waterpolo or baseball match is a great way to involve people in fundraising. Approach local businesses to sponsor the winning prize and get friends to come and watch. Sell tickets to the event and throw in a barbeque!

How about a special Eurovision **karaoke night**? Or if Eurovision isn't your thing, how about Great Gay Anthems.

**For ideas and resources visit:**  
[www.londonfriend.org.uk](http://www.londonfriend.org.uk)



NEXT  
planning  
your event

***“I’m cycling from  
Lands End to John  
O’Groats because  
I want to give  
something back to  
London Friend.”***

*John*



**Planning is vital to a successful event, so get a head start and get organised.**

### **Size matters!**

Sometimes small and perfectly formed works better than a costly big bash. Either way, planning your event in detail early on is vital to making sure it runs smoothly and you maximise what you raise.

### **Targets & budgets**

Set a budget, stick to it, and assess it as you go along. Revise your budget if you need to. If you are selling tickets to your event make sure the price covers your costs. And to keep costs down approach local suppliers to donate goods – tell them about London Friend and what you are planning, many suppliers in return for letting people know about their support will donate prizes, refreshments, decorations etc.

### **Guest list**

Who do you want to invite? Work out your costs per person and make sure you confirm numbers attending. This will help your budgeting and keep you on track.

## When & where

Work out the best venue – it may be your home if you are planning an intimate dinner, or perhaps you want to hire a social club or ask your local pub to allow you free use of their event room. If you want advice on choosing a venue and lowering costs, give us a call. Make sure you give yourself enough time when setting a date – longer is better – and don't clash with any major events like big sports events, social events or public holidays.

## Get help & delegate

Get a team around you who can help with setting up and running the event. Don't be afraid to delegate, as long as you have your plan and check off each activity every step of the way.

### Promote us

Please remember to include our charity's logo and registration number (299307) on all your promotional materials – we will provide it along with a letter to authenticate your fundraising approaches.

## Pledges

We have included a pledge card in our fundraising pack so that you can get people to commit to making a donation. This will help you budget and plan your event.

## Keep it legal

If you are organising an event that involves members of the public, you need to be aware of certain issues like first aid or food hygiene. Mostly these issues will not apply to your event or sponsored activity, but you can find out more on our website at [www.londonfriend.org.uk](http://www.londonfriend.org.uk).

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promoting  
your event

***“Things have  
changed so much  
over the last 4  
years. I feel like  
I’ve got control of  
my life again.”***

Sarah

# Promotion

— promoting  
your event

Promoting your event will get the punters in! Even if you are hosting an intimate dinner party, you want to make sure you sell it to your friends, after all you are asking them for a financial commitment.

## Go local

If your event is open to the public, or you want to ask for sponsorship, then you want to visit your local community centres, pubs, clubs, workplaces and shops to ask for support. You can use a London Friend collecting tin or sponsorship sheet (enclosed).

## Press

Let your local press know what you are planning. Even a small event can get publicity for London Friend. Write to the press and let them know about London Friend and why you are raising money for us.

We can provide you with quotes, information about what we do and advice on speaking to the press.



### **It's not just about the money**

London Friend provides vital resources to LGBT people. We are run by over 100 LGBT volunteers, supported by a small dedicated staff team. We don't just want you to raise money, we also want you to encourage others to support us by signing up for our newsletters and considering volunteering their time to London Friend, and maybe even organising an event.

### **Online**

Use the internet – facebook, twitter, your email contacts – to publicise the event. We will also publicise your event on our website, twitter and facebook accounts, so keep us posted.

### **Resources**

Use the enclosed pledge and sponsorship forms, where your money goes card and London Friend history card to highlight our work.



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money



# Money

Getting the most out of it

When it comes to getting the money in for your event, you have a number of options.

### **Sponsorship forms**

Get people to sponsor you well in advance. This allows you to get donations in cash or cheque (made payable to London Friend).

### **Pledge it forms**

Ask your friends to make a donation towards your fundraising target.

Get in touch if to get your forms.

### **Online**

It is often easier to get people to pay towards your event in advance online, and it gives you a great picture of what money you already have in.

### Here's how it works

Online fundraising is quick and easy and gives your supporters the opportunity to Gift Aid their donations which means that London Friend can claim 25p for every £1 they donate from the Government, at no extra cost to you or your sponsors!

Using **Just Giving** is a great, free, way to promote your event and get donations in and paid directly to London Friend. Go to Friend's Just Giving page [www.justgiving.com/londonfriend](http://www.justgiving.com/londonfriend) where you can create your own online personalised fundraising page.

Information you might want to include:

***Thank you for visiting my donations page for** [name of your event/your name].*

***I'm raising money for London Friend because** [insert reason here]*

***My event will be** [describe your event here]*

***I think it is vital to support London Friend's work because** [insert reason here]*

Remember to be friendly, informal and short. Give people enough information to encourage them to donate, but not so much that they lose interest.

You can also donate via the London Friend website:  
[www.londonfriend.org.uk](http://www.londonfriend.org.uk).



**Still got questions? Get in touch!**

Please get in touch if you have any questions or if you want to talk through your event.

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