

# Organising your own event

Fundraising with your school can be fun for everyone! With a few good hints and tips, organising your event can be very rewarding. The information below should cover everything you need to consider.

## Where do I start?

- Set a date – try and avoid school holidays and major sports events.
- Select a external venue or area inside your school – think about size, facilities, transport and disabled access.
- Set a fundraising target.
- Set a budget and stick to it – always ask for charity discounts or donations of goods.
- Ask your friends and family to help out.
- Register your event with us and we will send you a letter of authority and any fundraising materials that you need, as well as our 'In support of The Royal Marsden Cancer Charity' logo.

## Spread the word!

- Use social networking websites to publicise your event.
- Set up a JustGiving page and send the link to friends and family.
- Add our 'In support of' logo to your posters and flyers, and then display them in your school and local area.
- Contact the press – See 'Publicising your event' for help with writing a press release.

## Raising funds

- Use your letter of authorisation as proof that you are supporting our charity when approaching organisations for donations to friends.
- Email your JustGiving page to friends regularly, particularly at the end of the month after pay day!
- If you are using a sponsorship form, start the form with a larger donation to encourage others to follow suit. Encourage people to tick the Gift Aid box.
- Approach local businesses to support your school's fundraising by donating gifts or money.

## On the day

- Arrive early to give yourself plenty of time to get organised.
- Brief helpers so everyone knows what their role is.
- Take lots of photos to post to your Facebook page and mention The Royal Marsden Cancer Charity when you post them.
- Enjoy yourself!

## After the event

- Chase any pledged donations from your sponsorship forms.
- Collect the money together and make a cheque payable to 'The Royal Marsden Cancer Charity'.
- Send the cheque(s) to us with any sponsorship forms and a covering letter with your school name, address, telephone number and event details (including your JustGiving page web address).

Send to:

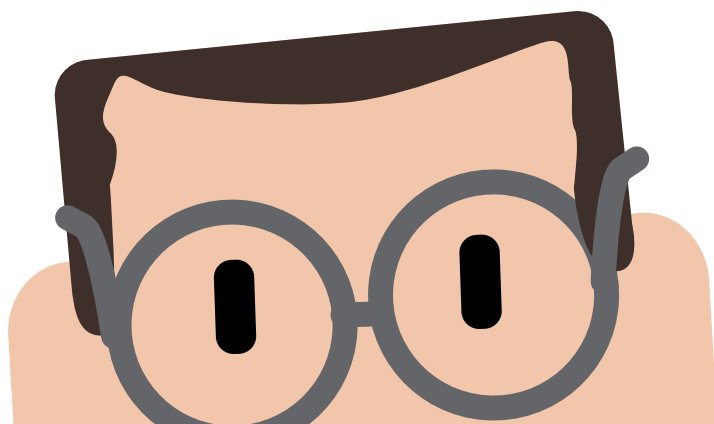
The Royal Marsden Cancer Charity  
Downs Road  
Sutton  
Surrey SM2 5PT

## Fundraising materials available

We can support you with charity branded fundraising materials including:

- Banners
- Balloons
- T-shirts
- Buckets
- Stickers
- Wristbands
- JustGiving
- Sponsorship forms
- A representative from the charity to visit your school
- Royal Marsden Cancer Charity literature, including Gift Aid forms

Some of these can be downloaded immediately from our website [www.royalmarsden.org](http://www.royalmarsden.org)



# Online fundraising

Whether you're running an event, taking part in a challenge or simply collecting money, you can do a great deal of fundraising online.

There are lots of really useful websites that help make fundraising easy. For example, telling friends about what you are doing is essential, and sites like Facebook and Twitter are great for this. Setting up your own page on JustGiving and emailing it regularly to get people to sponsor you is really effective too.

## JustGiving

This website works really well for sponsored challenges and events.

- Create your own fundraising page and explain why you are doing your activity.
- Email the link to parents, students and teachers.
- Encourage them to make a donation via your JustGiving page. It's an easy and secure online payment and it takes all the hassle out of collecting your sponsorship money and makes Gift Aid easy to collect.
- It connects easily with your Facebook account or blog.
- For more hints and tips to help you raise more visit [www.justgiving.com/rmcc](http://www.justgiving.com/rmcc)

## Email

- The best online communication tool of them all.
- Tell your teachers, parents and students about your event or your challenge.
- Add a link to your JustGiving page or your Facebook event in your email signature.
- Send occasional updates to keep your friends interested and up to date.

## Blogs and social media

- Easy to set up at sites like Blogger, Tumblr and Wordpress.
- Document the training you do for your challenges or the preparations for your event, and post your progress on social media so friends can stay up to date.
- Add a link to The Royal Marsden Cancer Charity website.

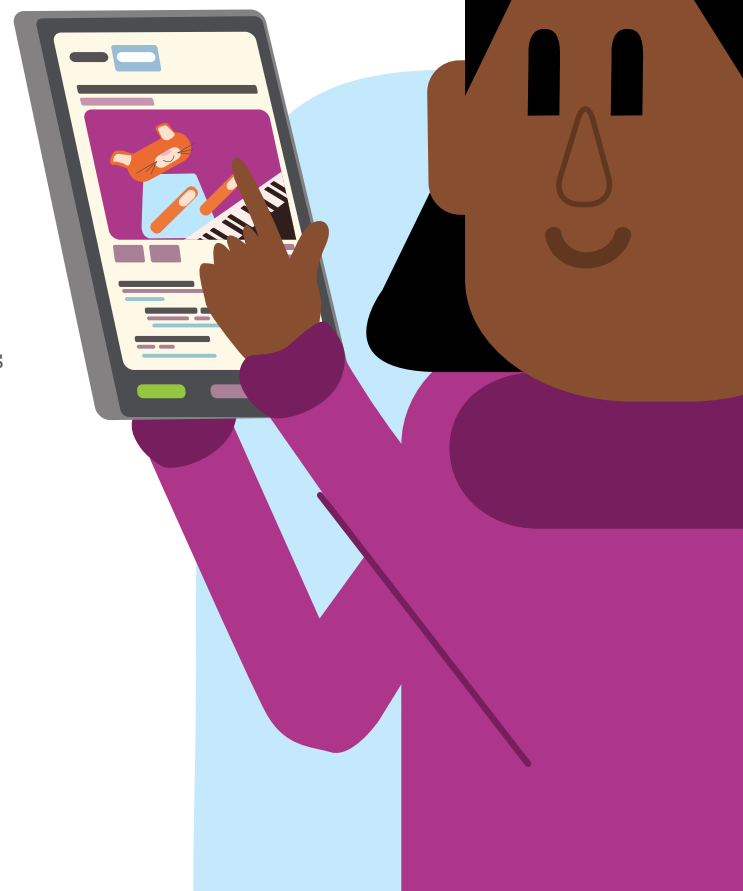
## Photos and video

- Important storytelling tools – a picture is worth a thousand words and video is 25 pictures per second.
- Try Facebook, Flickr or Instagram for photos.
- Try Facebook, YouTube or Vine for videos.
- Embed photos and videos on your blog and share them on Facebook and Twitter.

## eBay for Charity

- Sell your unwanted stuff and choose to give between 10% and 100% of the profit to The Royal Marsden Cancer Charity.
- Charity auctions usually raise more money than regular ones.
- [www.ebay.co.uk/charity](http://www.ebay.co.uk/charity)

Telling friends about what you are doing is essential, and sites like Facebook and Twitter are great for this.



# Publicising your event

Here are a few tips for getting the best publicity for your school event, whether you want to encourage people to attend, let others know what you are doing or raise awareness of The Royal Marsden Cancer Charity.

## Facebook

- Create event pages and invite your friends.
- Share your photos and videos.
- Write status updates about your progress, with reminders to donate.
- 'Like' our Royal Marsden Cancer Charity page to link up with our network of supporters.
- Do you have a community Facebook page in your area? e.g. What's On In Banstead.
- [www.facebook.com/royalmarsden](http://www.facebook.com/royalmarsden)

## Twitter

- Great for quick bursts of information – what you are doing right now.
- Link to photos, videos and interesting sites.
- Follow @royalmarsden.
- [twitter.com/royalmarsden](https://twitter.com/royalmarsden)

An easy way of getting local press coverage for your event is to write a press release about it, which provides all the important information you want people to know.

## Top tips for writing a press release

- Press releases should be short and punchy (no more than one sheet).
- The headline should attract attention.
- The introduction should sum up the story and be no longer than 25 words.
- Include the five 'W's: who, what, why, where, when.
- Include a description of your event and why you are holding it.
- If you want the general public to attend the event make it clear in the release.
- Always include contact details and the date.

Press releases should be short and punchy (no more than one page)



# Publicising your event

---

## A picture is worth a thousand words

- You are more likely to gain media coverage if your event has a strong visual element.
- You can use props to stage a photo if you want to get publicity before the event, e.g. if you're doing a bake sale, you could have students pose with a cake before the event.
- Newspapers prefer action shots with activity in them rather than a long line up at a cheque presentation.
- Don't rely on a newspaper sending a photographer along, so have someone on hand to take good quality photos (300dpi) to send to the paper.

## Contacting the media

- As well as your local paper, you can try contacting local radio and TV stations.

## Timing

- Reporters and photographers work to tight deadlines, so give them advance warning.
- Find out the name of the appropriate reporter and mark your press release for their attention. Follow up with a phone call.
- Don't lose heart if a reporter/photographer is unable to attend. You could ask for some pre-publicity or send in a follow-up story and photo afterwards.
- You could also send a letter to the editor to say how much money was raised and thank those that took part.

## More information

We can include your event in the diary of events on our website: [www.royalmarsden.org/schools](http://www.royalmarsden.org/schools)

