



we SUPPORT

[Read more stories of shelter](#)

SHELTERBOX.ORG

HOW TO PLAN AN EVENT

If you already know the type of event you want to hold, that's fantastic! If not, we've put together some ideas, which you can find in your fundraiser pack. Once you have decided what to do, it's time to think about some crucial details to help you to plan.

Set a budget

Do you need to buy equipment for your event? Or hire a space?

You might be able to get some things for free along the way (local businesses could offer staff, space, stock or even advice) but it's worth setting a budget at the outset. Simply making a list of the things you need and adding up what they may cost is a good way to do this.

Set a fundraising target

Having an idea of the amount you hope to raise will focus your mind. And if you tell people about it, it will help them to feel invested in what you're doing. It's especially powerful to point out exactly how many people your target amount will help. For example,

£385 = COULD PROVIDE
A TENT FOR A
FAMILY OF FIVE



Choose a date and time

It's a good idea to pick the right moment for your event. Try to avoid national holidays, think about when people get paid – especially if you're fundraising at work – and consider when your supporters might be available to help. You might have to choose a few dates and finalise based on availability at your venue.

If you already have a venue in mind, that's great. If not then start by thinking about the size of your event and how many people you're expecting.

Most fundraisers have an idea of places to try in their community, or if you know someone who has attempted something similar, try asking them for tips. When you've narrowed it down to a shortlist, get in touch with venues and see if they have availability and what they charge.

Are they willing to waive the fee for charity?

Offering to include the venue in your publicity and tagging them on your social media updates can help.

45-year-old Grace used to live in a small village called Mwalija, Malawi with her husband and four children. They were forced to flee when the fast-flowing water swamped their home in the middle of the night.

Grace received ShelterBox aid. "We were very happy to now have our own place to stay". Not only did the shelter tool kit give them back some privacy, Grace added that it made a difference to their family life, smiling broadly she said: "It means that my husband and I can live together as man and wife again."

The money you raise will help us to provide emergency shelters, tools and other essentials to families in desperate need.



You'll find templates and promotional materials in your fundraiser pack



TELLING EVERYONE

Getting the word out about your fundraising is an important part of the process — there's no point holding a great event if no one turns up! Start by spending time thinking about who your audience are and then write down all the places they could find out about what you're doing.

Here are some ideas to consider:

- Create posters and/or flyers for cafes, schools, churches, meeting places etc.
- Make an online fundraising event page and invite friends via social media and email
- Ask local businesses and organisations to share and publicise on their social media accounts (don't forget your venue!)
- Send a press release to local media
- Share via newsletter mailouts, Facebook, WhatsApp, or any community groups you're in

REQUESTING A SPEAKER

We have a network of volunteer ShelterBox speakers across the UK, who are available to explain more about the work that we do, and inspire your supporters to donate. To book a speaker, please use the form on your fundraiser pack page.

It's a good idea to check your event idea for potential legal requirements – licenses, food hygiene standards, risk assessments and so on. We've got a document that may help, in your fundraiser pack.

ENJOY IT

When you get to the day of your event, take time to enjoy it. We'd love to see your photos, so make sure to send them in or tag us on Facebook, Twitter or Instagram with **#TeamShelterBox**

THANKING YOUR SUPPORTERS

Saying thank you is vital. Make a brief speech to your supporters at the end of your event – together you've done something amazing! If you've created a social media feed then pop a thank you message on there. Try to remind your supporters why they've given their money and that they're making a huge difference to families overwhelmed by disaster. Announce the amount raised as soon as you can, it adds impact and may inspire further donations.

TRANSFERRING THE FUNDS

When you've held your event and raised vital funds for ShelterBox, the only thing left to do is to send the money to us. Remember, any amount makes a difference. There are lots of ways to pay:



PAYPAL



PHONE



POST



BANK TRANSFER

DON'T FORGET TO SEND IN ANY GIFT AID ENVELOPES YOU HAVE COLLECTED BUT REMEMBER WE CAN'T CLAIM GIFT AID ON THE TOTAL YOU HAVE RAISED AS IT ONLY APPLIES TO INDIVIDUAL DONATIONS.

Need more help or have a specific question?

hello@shelterbox.org | 01872 302 600

ShelterBox, Falcon House, Charles Street, Truro TR1 2PH

**TAG US IN YOUR PHOTOS
#TEAMSHELTERBOX**

