

Getting started



Thank you for fundraising in aid of World Animal Protection, you are helping us to move the world for animals.

1. Your Contact Details

Title: Name: Surname:

Address:

..... Post code:

Telephone: Email:

By giving your details above you are confirming you are happy for World Animal Protection to contact you.

2. Your Proposed Fundraising Activity

We would like you to give us a few details about your event so we can use this information to help other fundraisers make their events a success, it is important for World Animal Protection to learn as much as possible from your experiences. The better we get at fundraising the more animals we can help. Please ignore the questions that aren't relevant to your activity.

What is your proposed event?

Will you be doing the event by yourself or with other people?

Is it a sponsored event? e.g. sponsored walk YES NO

Do you have an idea of what your fundraising target might be?

Is your activity dependant on the weather? YES NO

Do you have a back-up plan if it is? YES NO

Do you have a venue for the event, if so where?

How many people will need to join in to make it a success?

Date of event?

Will you have to spend any of your own money? YES NO

Will you be asking local businesses to donate something for the event e.g. a raffle prize? YES NO

3. The Money

Once we have your completed form we will send you all the relevant information you need to make your fundraising a success, tailored to what you want to do. This could range from information about publicising your event to advice on getting sponsorship or doubling your money in one easy step!

Please indicate if you would like any of the following:

Home collection box quantity	Poster to publicise event quantity
Lapel Stickers Sheet	Collection box for a shop/pub
Leaflets	Pens
World Animal Protection T-shirt (indicate size)		

Please return completed form to

Post Community Fundraising, World Animal Protection, 5th Floor, 222 Grays Inn Road, London, WC1X 8HB

Telephone 0800 316 9772

Email fundraising@worldanimalprotection.org.uk

Do you want to run a fundraising event for World Animal Protection? Here's a simple step by step guide to show you how.



Step 1: Write a plan.

Filling in the 'Getting Started' form will help you to think about the things you need to do to make your event a success e.g. when, where, who, how much, what time, why. Please call or email us and we will send you a 'Getting Started' form if you don't have one. Thinking everything through will help avoid any unwelcome 'surprises' as you get closer to the day.

Step 2: Book your venue.

If your event needs to be held indoors you might be able to book a school, community hall, church or public park free of charge or at a discount if you mention that your event is for charity.

Step 3: Share the load.

Recruit the help of volunteers. Events often take more time to organise than you think. In case of sickness or unexpected problems it's always advisable to have additional people to help you.

Step 4: Secure sponsorship.

If you need items to auction, sell or give away as prizes, approach companies or shops that may be able to donate items of interest. It is important to publicly acknowledge the sponsors of your event. You can do this at the event and in your press release.

Step 5: Generate free publicity.

Contact your local paper, you might want to design a fun and visual ad as well. Not only can it be used in the papers but you could also ask local shops and organisations to advertise your event for you. Set up a page on Facebook or tweet about your event. Don't forget local radio stations and local television news who will be able to provide free coverage. Make the most of raising awareness of your event with heavier promotion right up to the big day. Depending on the size of your event, it is a good idea to publicise the event 4-6 weeks before the day. (See the 'Publicising Your Event' help sheet for more information).

Recruit the help of volunteers. Events often take more time to organise than you think.



Check that your helpers know what their jobs are and reconfirm their commitment to help.

Step 6: Checklist

Write a list to ensure that everything is in place. Don't leave anything to chance. Check that your helpers know what their jobs are and reconfirm their commitment to help. Ensure that all the things needed are at your venue or at a central collection point the day before the event. Do not rely on people to drop things off or collect things on the day. If you have animals attending your event, ensure that there is an adequate fresh water supply and bowls for them. Don't forget your float if you need one, do you need a note pad, pen, sticky tape etc.

On the day, arrive at your event early to ensure everything is in place. Enjoy your day and remember to acknowledge those who have sponsored the event or have given up their time to help.

Step 7: Don't be afraid to be passionate!

There is a saying in fundraising that 'people give to people'. We donate to others who show passion, energy and commitment, which in turn inspires us and connects us to the cause. People will give their time, attention and support if they feel believe in the cause.



Step 8: What do to after the event

Following up with people after your event is important. By thanking everyone who got involved, they will be happy to support you again. Write a letter of thanks to everyone involved. Tell them that without their generosity of time, money, goods your event would not have been the success that it was. Let them know what you were able to achieve and what this will mean directly to animals. Ask your local press to run a story after the event, including how much was raised and how it can help World Animal Protection to protect animals around the world. We can provide you with content too. A little thank you can go a long way and people like to know that they have helped to make a difference.

If you have any questions about organising an event, please contact us at:

Email fundraising@worldanimalprotection.org.uk

Telephone 0800 316 9772