

Fundraising for Freedom!



How to run an event

Organising an event should be FUN! Whether working alone or together with friends, it is an excellent opportunity to raise awareness about the aims and work of Anti-Slavery International, as well as to gain useful publicity and ultimately much needed funds.

There are three important things to consider when organising an event:

1. Planning
2. Publicity
3. Rules & Regulations

1. Planning

The key to a successful event is to plan WELL in advance. The better the planning, the more money and support you are likely to raise!

Choose an event that you enjoy and that will interest other people.

Have a look at the **activity ideas** for some fun suggestions on choosing an event.

Handy hints

- ✓ Timing is everything! Consider the practicalities; work with other people, delegate roles and tasks.
- ✓ Choose a date carefully, avoiding a clash with other events, and consider links with a special day or festival, e.g. the UNESCO International Day for the Remembrance of the Slave Trade and its Abolition (23 August) or Black History Month (October).
- ✓ Check that you have all the resources necessary to carry out your event, e.g. a venue and equipment.
- ✓ You should always draw up a budget for your event and think of every possible cost that might crop up. Sometimes the most obvious costs are the ones that get overlooked.
- ✓ Try and get publicity for your event. Take photos, contact local press and radio.
- ✓ Check the insurance and legal requirements carefully. **See Rules and Regulations overleaf.**

2. Publicity

Whether you are trying to raise sponsorship, putting on a show, selling tickets or running a raffle, publicity for your event is very important.

- ✓ **Spread the word!** Tell all your friends and family, contact local media, schools, faith and community groups, colleges, universities and student groups.
- ✓ It's a good idea to try and involve **local businesses** or your **employer**, as they are often interested in supporting local events. It is important to consider the ethical record of companies and what you can offer them, before approaching them for sponsorship. Acknowledge sponsors and other supporters with a thank you letter and by inviting them to the event. Please contact us if you have questions about ethical issues and sponsorship.

- ✓ **Press Releases** can make a huge impact by announcing an event in a professional manner. They are typically sent to local newspapers and radio stations and should contain the essential facts and aim of your event, making it easier for a journalist to then write a story. For more information on how to write a press release, please complete and return the **enclosed form**.
- ✓ **Posters, stickers, T-shirts, flyers**, etc, are a very effective way to advertise. If you are feeling creative you could even make your own! If you would like any of these materials for your event, please complete and return the **enclosed form**.

It is important that you contact us if you are planning any fundraising activity and check with us before using our name or logo on any publicity materials.

3. Rules & Regulations

Some events have to comply with specific legal requirements, rules and regulations. It is important to be aware of these when planning your event and to find out all the necessary facts. Some general rules are listed below. Please contact us if you would like to discuss these in more detail.

- ✓ There are a variety of **licences, permits** and **by-laws** concerning fundraising events, and **insurance** cover may be necessary for certain public events. You may need to discuss **fire safety precautions** with the venue manager. **Please check everything carefully.**
- ✓ For **raffles, draws or tombolas** there are specific regulations. For example, if you hold a tombola during a dinner dance or fête, no cash prizes may be awarded. If you organise a raffle at work, you can only sell tickets to people at your workplace. The rules are different depending on the type of event you organise. **Please contact us if you need help.**
- ✓ **Collections** in public places are subject to local council or sometimes police regulations and a permit must be obtained from the licensing authority. For further information contact your **local council**. Stationary collection boxes or collections on private property are not covered by these regulations. If you are interested in organising a collection and would like a box, please complete and return the **enclosed form**.



- ✓ **Children** should check with their parents or guardian before participating in any events, and should only approach friends and relatives for sponsorship.
- ✓ It is important that you advertise your event as being **'in aid of Anti-Slavery International'** and state that Anti-Slavery is a **registered charity** (no. 1049160)

Educate and Evaluate

If possible try and incorporate an element of education into your event, even if the event itself is not directly related to human rights. Use the opportunity to raise public awareness about the appalling abuses suffered by those trapped in slavery and the work of Anti-Slavery, especially our current campaigns. We can provide you with leaflets, videos and other materials.

Afterwards get feedback on how the event went and let us know how you got on. If you send photos and information we will try to include it in the *'Reporter'*, our quarterly newsletter.

Remember to collect all the money you've raised, bank it and send us a cheque made payable to *'Anti-Slavery International'*.

Pat yourself on the back!

Your efforts will make a vital difference to our work and will hopefully inspire other people to get involved!

If you have any questions please contact:

Raj Dasani,
Fundraising Officer
tel: 020 7501 8940
or email: r.dasani@antislavery.org

Thank you for your support and good luck with your event!

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Activity ideas

Choosing your fundraising activity is the exciting part! It needs to be something that you enjoy and that will interest other people, and you can let your imagination run WILD!

'S' is for Slavery, which Anti-Slavery is working to end. Whoever you are, wherever you live, whatever you do, there is a **Suitable** event for you!

There are hundreds of different activities that you could organise - it's up to you! For more ideas have a look at some of the events organised for us in the past and see how successful they've been!

Superstar!

Why not put on a show! If you like singing, acting or dancing you can put on an event! Have a **poetry recital, comedy night or music concert**. If you're at university contact your student union. Be a star for freedom!

Social!

If you enjoy spending time with friends why not have a **garden party, coffee morning or video evening**. We have resources such as videos and exhibitions for loan. (Please complete and return the *enclosed form* or visit our *website*). Celebrate a **birthday or wedding** and ask your guests to make a donation. Do something in your local community or school such as a **jumble sale, bingo or car boot sale**.

Sporty!

2002 is the International Year for Sport. So if you're feeling energetic, hold a **football tournament** or a **swim-a-thon**. Enter a **Marathon** and wear one of our T-Shirts! (Please complete and return the *enclosed form*). Whether you enjoy aerobics, cricket, cycling, golf or tennis, you can do something active for freedom!

Simple!

The tried and tested ideas are always the best, and are easy to organise. A **Pub Quiz** is fun and a good team event. If you prefer to go solo, why not do a **Sponsored Event**, such as a walk, swim or even silence. We have included a *specimen sponsor form* in the pack.

Silly!

It's all about having FUN! You could wear fancy dress, do a pungee j u m p ...wash cars, organise a treasure hunt, run a three-legged race, hold a themed night, have a knobbly knees competition or sit in a bath of baked beans - **raise a smile for freedom!**

Skilled!

If you're good at sewing, knitting, flower arranging, cooking or painting, you could hold a **craft fair** and sell your talents in aid of Anti-Slavery. You could **auction or raffle** your homemade fare and make a name for yourself and Anti-Slavery too!

Good luck and have Fun,
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