Event Planning Checklist

- **Getting started**
  - Set your fundraising goal – how much would you like to raise?
  - Decide on the event or activity – how are you going to reach your fundraising goal?
  - Decide on a date – make sure it doesn’t clash with any big events in your local area, bank holidays or any national events. Also have a think about school holidays, and whether the time of year or weather will affect your event.
  - Allow enough time to plan and organise – think about any commitments you may have

- **Make some plans**
  - Find a suitable venue – does it have the facilities you need? Is it fully accessible? Does it have parking? Is it easy to get to/well known in the local area?
  - Build a team of family and friends to help you – think about their skills and talents
  - How will you raise money? Ticket sales, raffles, auctions, sponsorship are all good starting points

- **Think about safety**
  - Make sure it’s legal and safe – do you need to apply for any licences or permits?
  - Do you need insurance cover?
  - Decide who will be responsible for first aid on the day
  - Complete a Risk Assessment for the event
  - Take a look at our Make your event safe page for more information

- **Work out a budget**
  - Work out how many people need to attend or contribute for it to be successful / to meet your fundraising goal?
  - Take into account all your costs:
    - Venue
    - Publicity
    - Hire of equipment
    - Decorations
    - Entertainment
    - Prizes, refreshments, materials
    - Admin costs e.g. phone bills, postage
    - Insurance
    - First aid cover
    - Fees for licences or permits

- **Publicise your event**
  - Tell your local fundraising contact for Arthritis Research UK about the event – do you need any branded materials? These can include posters, flyers, balloons, collection boxes and information booklets.
  - Send out invitations if your event is for invited guests only
  - If your event is open to the public think about the following:
    - Who do you want your publicity to reach? Where will they most likely see a poster or pick up a flyer?
    - Can you send an email around your place of work or another local business?
    - Does your local newspaper or radio station have a ‘What’s On’ page?
    - Can you make use of Facebook and Twitter to spread the word?
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- **Plan the details**
  - What do you need to take with you on the day?
  - Do you have enough time and people to help set up?
  - Do you need to take any extra equipment?
  - Have you got specific roles to fill on the day?
  - Do you need a cash float?
  - Do you need someone to be responsible for money on the day?

- **On the day**
  - Enjoy your event and take lots of pictures!

- **After the event**
  - Count up how much you have raised after any costs
  - Send thank you’s to those who have helped with the event or those who came along – they’ll be keen to know how much was raised
  - Shout about it - let your local paper know and tell all your friends!
  - Tell us how the event went and share your photos and stories
  - If you were to do it again, what would you do to make the event even better next time?