



Janki Saye Foundation
enabling solutions for people with disabilities

Janki Saye Foundation Fundraising Hints and Tips

Find the ideal event space: Think very carefully about the kind of event you are organising and what kind of space it will need. Large or small? Inside or Out? Any specific facilities required? And always remember that most venues will be happy to give their space at a discounted rate if they know it's for a charity fundraiser.

Allow time: The key to any successful event is planning, planning and more planning. Contact us for help and guidance on creating and event plan. Make sure your special day does not conflict with another event that will have an impact on who attends such as a wedding, national holiday or an international sporting event.

Make a budget: Work out how much everything is going to cost. Will you need equipment? Can you borrow things rather than pay for them? If the event is being held locally, can local businesses donate prizes?

Set your target and share it: Once you have set a target, spread the word. Telling friends, family and work colleagues about your target will help inspire them to give. By setting up a fundraising page, you can send the link to everyone for them to share too.

Get in the press: Your local media can be a great help. Both press, radio and TV all want to share local news. By drafting a simple press release you can target some of the magazines, newspapers and radio stations in and around your area. Make sure you include every piece of information on how to donate.

Gift Aid it: Any UK tax payer makes a donation can include Gift Aid, which means the HMRC adds 25% to their gift. Simply put, that is another £1 for every £4 raised. It can make a huge difference. Please ensure that donors check the Gift Aid box on your form (whether it be online or paper) and leaves their address details.



Janki Saye Foundation
enabling solutions for people with disabilities

Janki Saye Foundation Fundraising Hints and Tips

Double up: Many companies will now match whatever their fundraising employee manages to raise. It's called Matched Giving. This could double the amount of money you raise. Ask them to find out (It's tax efficient too, so an even bigger incentive to do it!)

Print this off for a quick handy guide to keep with you when that great idea pops up! It will help you start thinking about EVERYTHING to make sure you deliver the best event!

Who, How, When, Why and What.....

Who: Who do you want attend? Is this event a good opportunity to gather the local community? Are there local celebrities you can approach? Who are you doing this for? Is it for personal reasons?

How: How are you going to make this event happen? Think of the basics again; event idea/theme, budget (cost), venue, guest list, timings. How are you going to raise money? Will you charge an entry fee? Charity auction? If you are doing a challenge event, how will you get sponsored? Online with JustGiving?

When: Make sure you carry out your research and that the date of your event does not conflict with another local or national event. Could the time of year influence your idea? An Easter/Summer/Christmas theme?

Why: Be very clear as to why you are doing this event and the reason behind it. This will help you with planning. Why are you fundraising?

What: What do you need to make it happen? Make a list of everything you will need. Ask friends and family to help you. Do they know a local venue owner, caterer, florist etc. that would help?