

Q What are the Eight Steps to a Successful Event?

Step 1 : Make an event plan

Make your event plan with care. Work out what needs to be done by when. Read on for some top tips of what to put into your plan...

Step 2 : Location and date

Once you have decided what your event will be make sure you choose the right venue in the right location on the right date! Is it accessible? Is there parking? Is it near public transport? Is it a good price? Map out local and national events from last year to avoid clashes.

Step 3: Costs

What will you actually do to raise the money? Have you worked out **all** your costs and how many tickets or tables you must sell and at what price to make your efforts worthwhile? Make sure you work out a point or date at which you can cancel or postpone the event without incurring costs if you have not sold the minimum number of tickets required to cover your costs and make a reasonable profit. Put this into your event plan and stick to it!!

Step 4: Promotion

Work out backwards from the date of the event, when you need to have your tickets printed and delivered to your ticket sellers (allowing plenty of time for sales) and when you need to have your publicity and press releases ready to send to the publications and venues you are targeting. Put this into your event plan.

Be clear in all your publicity about why you are you raising money for Mind in Harrow. Whilst this is obvious to you - others will want to know what Mind in Harrow does and how their money helps. You can photocopy the enclosed sheet in this pack 'About Mind in Harrow' to tell others how their support will help. Remember to state clearly on all publicity that *"all profits will be donated to Mind in Harrow, reg charity no 1067480"*

Step 5 : A helping hand:

Do you need helpers to sell tickets, staff tables, be on security, fetch and carry equipment or look after special guests? Plan out all the jobs and who is going to do what and by when. (For example, ten named people must sell ten tickets each four weeks before the event). Put this into your event plan.

Step 6: Permissions

Make sure you know what regulations you must abide by (eg health and safety and fire regulations) and what, if any permissions are required from your local authority, the Gambling Commission and Mind in Harrow. Do ask your venue what permissions they already have - as chances are they could have everything you need for your event and there is nothing for you to do. Permissions you need may include, a music and dancing licence, liquor, street collection or lottery licence as well as public liability insurance. Make sure you find out how long it will take for these permissions to be granted as it could have an impact on the date and even on the viability of your event. Factor this into your event plan.

Step 7: Aaaaah! We need a Plan B!

What is your fall back position if your star act is late or fails to show or the heavens opens and it pours all afternoon? Whilst you can't plan for every eventuality, carry out a 'risk assessment' to do what you can to minimise the risk of things going wrong! Put this into your event plan!

Step 8: Go for it!

Having completed stages one to seven, you may have changed dates, venue, or even the event itself! This is a good thing – as now you can be confident you are organising the right event at the right time in the right place with the right people helping you to make it a great success! Enjoy!!!

Q What is the best way to double the money I raise?

A Raffles and spot prizes are the way to go! Organise your auction and raffle prizes at least two months in advance. If you are stuck for prizes, at the event get people to write their name on a ten pound note. Put them into a hat and pull out one to win a cash prize. The rest is donated to Mind in Harrow.

Q What is the easiest way to sell raffle tickets or tickets for an event?

A Always sell tickets in groups. If you are selling tickets for a quiz or dinner – find people who will be responsible for selling a table each not just a couple of tickets! Similarly, with raffles, don't offer one raffle ticket for a pound – offer a book for a fiver!

Q I am organising a sponsored event. Any tips?

A Make sure your first two sponsors are generous – this sets the standard to follow! And always carry a paper sponsorship form with you – you never know who you might bump into.

You can use the paper sponsorship form enclosed with this pack and at the end of your event simply bank the cash and make a cheque payable to Mind in Harrow for the amount raised. Or you can do it all on-line. No more reminding people to pay up or banking monies! Simply visit www.justgiving.com/mindinharrow.org and follow the instructions to set up your free on-line sponsorship form. All the sponsorship donated is sent directly to Mind in Harrow.

Remember to include your photo on your sponsorship page and the story of why you are raising funds for Mind in Harrow – make it personal and real. Email your family, colleagues and friends in small natural groupings so they feel personally asked (Would you want to donate if you saw your email address was just one name amongst a long email list of strangers?) Send out reminders too. How often do you get emails and then just forget to respond! And above all, talk to people face to face about what you are doing!

Q What is gift aid and what do I have to do to get it?

A If you set up your sponsorship online, all your sponsors (who pay tax) will be able to increase the value of their donation by 25% on-line! If you use a paper sponsorship form, your sponsors must provide their full address and post code so we can claim gift aid on the value of their donation. Remember, a donation can only be gift aided provided the donor has not received something in return for their donation, such as a quiz or dinner.

Q How do I run a raffle or lottery?

A To run a raffle where tickets are sold over a period of time to members of the public, you will need to apply for a Small Society Lottery License from Harrow Council (or the local authority where you live). This costs £40. As the organiser (promoter) you will need to have properly printed tickets with tear off stubs with your name and address details printed on the tickets. You will need to fill in and return an application form and £40 cheque made payable to Harrow Council. Once they receive your form and fee, it takes around one week to process. The Council does carry out spot checks on raffles, so make sure you keep a record of your costs (eg license, printing tickets, prizes) the number of tickets sold and proceeds donated to Mind in Harrow etc.

To hold a raffle, draw or lottery at an event such as a fete or dinner dance, provided all sales and the draw takes place during the main event which may last more than a single day, standard cloakroom tickets can be used and there are no licensing requirements. Prizes can be cash, goods or services.

Harrow Council Switchboard Tel No: 020 8901 2600

Harrow Council's Licensing Department Tel No: 020 8736 6256.

For more information on running lotteries and raffles visit www.gamblingcommission.gov.uk or email info@gamblingcommission.gov.uk or call 0121 230 6666

Q How do I organise a collection?

A To hold a collection in a privately owned venue such as a shopping centre, individual store, theatre or train station you will need written permission of the owner as well as a letter of authorisation from Mind in Harrow. You will need to plan this couple of months in advance to get a good slot. Fancy dress always helps make it more fun and raises more cash! Don't forget to give us plenty of notice so we can give you collecting tins.

Mind in Harrow does not give permission for fundraisers to organise street or house to house collections as the regulations governing this area are onerous.

Q What about rules and regulations for preparing and selling food at events?

A First of all check with your venue, to see if your plans will be covered under their existing license. For more details contact Harrow's Environmental Health Department on 020 8901 2600

Q What about rules and regulations for selling alcohol or music and dancing?

A Check your venue holds a current alcohol or entertainment licence. If not, you will need to allow at least 4 weeks to apply to Harrow Council for a licence. You can download the application form for a "Temporary Event Notice" from the Council's website www.harrow.gov.uk/licensing

Tick on this form whether you are applying for a temporary notice for music and dancing or alcohol and complete and return the form in triplicate. Two copies together with a cheque for £21 made payable to Harrow Council are returned to the Council. The third copy is sent to; Licensing Sergeant, Harrow Police, 74 Northolt Road, South Harrow, HA2 0DN. Provided there is no objection from the police, you will receive a letter of authorisation from the Council. As the profits from the event are for charitable purposes, the license may be granted at no cost.