



Top Tips for Organising a Healing Venezuela Fundraising Event

➔ BEFORE THE EVENT

➔ DECIDE WHAT YOU WANT TO DO

Coffee mornings, office gatherings, parties, so many things you can do. Not decided what you would like to do? Check out our past events for some inspiration.

➔ GET STARTED

We suggest these 4 easy steps to get you going:

- **1** Get in touch with your fundraising team, if you need help we will support you all the way. please contact Militza at militza@healingvenezuela.co.uk
- **2** Set up a Virgin Money or Justgiving account, or use Facebook: This will make it easy for your friends and family to donate online. Please log on to our Virgin Money Giving page to set up your own Virgin Money page. If you prefer you can set up a Justgiving page. Alternatively, you can always use Facebook. In today's cashless society online is the best way to fundraise.
- Make it personal and upload a picture of yourself, fundraisers who add a profile picture raise 15% more. Adding that personal touch of why this means so much to you can make all the difference, it will help you to engage and inspire others.
- **3** Send an email to friends and family : Our most successful fundraisers reach out to their friends and families via email or text explaining to them why their support is so important.
- **4** Tell the world about your event: Use your social networks to tell the world about your efforts. Social media is a powerful tool to help raise awareness. Tweet or share your link and ask your friends and followers to share it too.
- **5** Face to Face: Nothing is more effective than communicating face to face, inviting your friends, colleagues, acquaintances and family when you are with them is priceless.

➔ KEEP GOING AND FINISH STRONG

- Send out a follow up email: A gentle reminder to your friends and family as we are all busy these days.

- Keep your community updated: Why not post a photo of the preparations for the big day? Keep your friends and family updated on why this means so much to you and what you are doing to prepare.
- Thank your supporters: This may sound obvious but it is essential and as up to 20% of donations are made after the event it really is worth doing. Thank your supporters and remind those who have not made a donation how important their support is.

DURING THE EVENT

- Your guests will be distracted and having a good time at the event, so they can forget its initial purpose. Therefore, it is better to get their attention at the beginning, and if it is at the entrance, much better. Even if the event is free, it is best to have someone at the door explaining that there is no entrance fee but if they can make a donation, it will be welcome.
- If you do not want to collect money at the entrance then try to do it during the event, either after giving a short speech or giving a presentation on your reasons for making a pro-fund event to help combat the medical crisis in Venezuela.
- Just having the boxes on a table is not enough. You don't want to make a huge effort organising an event that then does not necessarily give the fruits that you expected. You should encourage the attendees to be generous with our cause.
- Raffles - It is preferable that the raffles are additional to the donations and not substitutes. You can make a raffle during an event as long as the winners are chosen during the event and in the public light. The raffle tickets are very economic and you get them in Rymans, WHSmith or any other bookstore.

AFTER THE EVENT

- Money Counting: Healing Venezuela has clear guidelines on collecting money in our name. The most important thing to remember is to maintain total transparency, therefore the box must be opened in front of a witness and the money photographed and counted.
- The money must be transferred into the Healing Venezuela bank account within a period of time not exceeding one week after the end of the event. Please contact us for bank details.
- We should always be grateful to all those who supported us by introducing us to their premises, donating prizes for the raffles, giving us their time and work or their economic contribution. It is very important to send them thanks formally either by email or letter, but always in writing.

A GREAT BIG THANK YOU FROM US:

Receive a great big thank you from us, for all your hard work, enthusiasm, dedication and inspiration, we could not do our job without your support. If you have any questions, please do get in touch.