



A 10 step plan to running your own fundraising event

Fundraising events are a great way to raise money and awareness for the Omid Foundations and our work. It is through events across the world that people find out about the plight of abused, vulnerable and neglected girls in Iran and also what we do to help them transform their lives.

So, if you would like to help out and run a fundraising event then here is our handy guide on how to do it. Remember, we are always happy to help and would love to know what you are doing so please contact us to let us know.

Step 1 – Remember to plan

It is really important to plan any event you are running carefully and make sure you have enough time to do everything.

Planning also includes making sure you know what your goals are – do you want to raise money or awareness, or both?



Once you have made up your mind, why not set some targets? You could come up with a target for money raised or the number of people attending or the number of email addresses you get which you can pass on to the Omid Foundations we can add them to our email lists. Remember you may have some expenses in running the event so you need to factor that in or get people to donate things for free.

Step 2 – Decide what sort of event you want to run

Do you want to host an exclusive dinner which people pay to attend?
Do you want to hire a cinema and show *The Glass House* film and charge people to get in?
Do you want to organize a fun run which people can enter?
Could you do a Persian evening which people pay to come to?

Whatever the event is you need to make up your mind as to how many people you want to attend or take part. You also need to see how many people you can get to help organize it.



Step 3 - Set the date

Choose a date far enough in advance to give you enough time to prepare. Be aware of conflicting events or holidays. Or have a look in the diary and coordinate your event with a significant date or time of year.

Step 4 – Budget

Every fundraising event plan should contain a complete budget listing all of the expenses that will be required to hold the event. It might be that you don't have many expenses or that you can get things donated or sponsored- but remember, it should take into account your fundraising goal and ensure that you raise that amount above and beyond all expenses. Be sure to leave a little extra room in your budget for unforeseen costs.

Step 5 – Help!

Remember to get some people to help you out if needed. You might not need help in the planning but need help at the event – make sure you sign people up before you start. For bigger events you might want to set up a committee.



Step 6- Who is going to come?

Who is the target audience for your event? Is this a general fundraiser where everyone will be invited? Or is this event geared towards a specific group like business people, college or university students, the Iranian community, or young professionals? You need to decide this right at the beginning so you know who to market the event to.

Step 7 – Get in touch

At this stage you should be getting in touch with the Omid Foundations to let us know what you are doing and we can let you know how we can help.

Step 8 - Marketing

You need to make sure your target audience know all about the event and you need to convince them that the event and the Omid Foundation is worthy of their time and money. You can use text from the website about our work to use to explain why the charity is worthy of their time and money. We can also email you pictures if you need them for posters.

So decide what marketing material you need- do you need a poster, tickets or invitations? Do you need to write an email which you can send out or some text which you can ask people to post on websites.

How can you use Facebook to let people know about the event – remember the Omid Foundations have their own Facebook page you can use to publicize it too. Use your own network and that of other people's and set up an event on there which people can respond to and let you know if they are attending.

Use all the different ways you can think of to reach your target audience and remember to leave enough time to get the word out there.

Step 9 - Sales

Once you market your event, there must be a procedure in place for making the actual ticket sales, or accepting donations for the event.

Decide on prices and the actual mechanism for taking money and how you will send out tickets or invites. If you are getting sponsorship from people then you can use websites to collect this for you as well as using paper sponsorship forms.



Step 10 – Remember to say thank you

Remember to thank everyone involved in the event – from volunteers to people who donated or attended. Let them know how successful the event was and how important their contribution was.

Good luck with your event!