



Support for life

Top Tips

for making your fundraising event successful

1



Ideas

- Keep it simple, especially if this is the first time you've organised an event for Ben.
- Unleash your creative side and have some fun! See our A-Z of fundraising for ideas.

2



Planning

- Think about the best time to hold your event, avoiding major sporting or important local events and school holidays.
- The location can make or break your event. Make sure you know your own needs and assess the limitations of each venue. Try to book as early as possible to avoid disappointment.

3



Money

- Look at ways to cut costs as much as possible. Don't be afraid to ask for charity rates!
 - Ask if your employer is willing to 'match' the amount you raise
 - Always have two people present to count any money you collect.
 - If your event involves sponsorship, make sure you make the most of your donations by asking your supporters for their name and home address. This means that Ben can claim the Gift Aid on their donations if they are a UK Taxpayer.
 - Please send your donations within six weeks of collection using the donation form.
- Put together a budget and keep a record of your income and expenses.
 - We recommend you aim to raise at least three times as much as you spend.

www.ben.org.uk

Free, confidential helpline 08081 311 333

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Ben - Motor and Allied Trades Benevolent Fund.
Lynwood Court, Lynwood Village, Rise Road, Ascot
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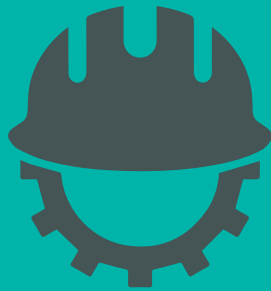


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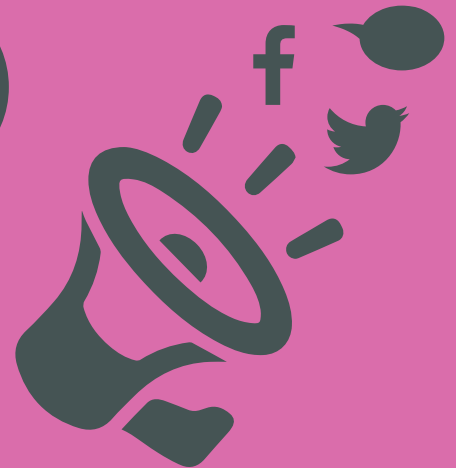
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Legal requirements and safety

- The government's website has detailed guidance on legal requirements, as well as advice about safety and insurance.

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Spreading the word

- You can set up a fundraising page in minutes through Virgin Money Giving or JustGiving.
- Make a Facebook event page and ask friends and family to spread the word through social media and word of mouth.
- Promote your event by distributing posters and leaflets in your local area.
- Consider contacting local press if your event offers something of particular interest to local people, or is otherwise newsworthy / unusual.

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Support

- You don't have to go solo. Getting a bunch of friends or colleagues together to organise an event can be great fun and helps you to avoid becoming swamped with work.
- Don't hesitate to contact us if you require any help or advice. You can ring our events team for a chat on 01344 298138 or email eventsteam@ben.org.uk.

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