

# ST ANDREW'S CHURCH DEVELOPMENT APPEAL

## ORGANISING A FUND RAISING EVENT

### **1. The Friends Committee's Involvement**

- 1.1. The Friends Committee is ultimately responsible for overseeing the events in the Fundraising Programme for 2014-2016.
- 1.2. One or two members of the Friends Committee will be involved in each event, whether or not they are the principal organisers.
- 1.3. The 'content' of each event (including date, pricing, budget and location) should be agreed in advance with the Friends Committee.

### **2. Income Generation and Ticket Pricing**

- 2.1. The purpose of each event is threefold: to generate as much income as possible, to 'sell out' each event whatever its scale and to make each event as accessible as possible to the community.
- 2.2. As we plan to hold at least 18 events over the next 24 months, the ticket prices set should deter as few people as possible from attending events.
- 2.3. The Friends Committee anticipates that the most popular events which take place over the next two years will then form part of an ongoing programme of community events in future years. These will help to defray the cost of upkeep of the church.

### **3. Planning an Event**

- 3.1. Each event, in outline form, should be agreed by the Friends Committee at least sixteen weeks before the planned date:
  - Date and location
  - Outline of event
  - Costs
  - Ticket price and numbers
  - Likely income
  - Organisers and helpers
- 3.2. Each event should feature:
  - A Cash Bar (we have a source of wine, beer and soft drinks on a 'sale or return' basis at agreed prices. Wine to be sold at £2.50 a glass and £10 a bottle; beer to be sold at £2.50 a can; mineral water to be sold at 50p a glass and £2.00 a bottle; cans of soft drinks to be sold at £1 a can)
  - The Friends Stall selling a variety of things, taking bookings for forthcoming events and handing out Appeal brochures
  - A Raffle (£1 a ticket. The prize at each event will be 6 bottles of wine valued at approximately £100)
  - An Exit Collection
  - A display about the Appeal and future events

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- 3.3. The organisers of an event are responsible for arranging a team to handle:
- Booking the venue
  - Ticket sales
  - Setting up the venue
  - Manning the door
  - The Bar
  - The Raffle
  - The Friends Stall
  - Catering
  - Clearing up and tidying the venue
- 3.4. The organisers of an event are responsible for obtaining a 'float' for the event from the Honorary Treasurer.
- 3.5. The Secretary of the PCC is responsible for organising the Drinks Licence for an event. He will require at least 16 weeks' notice to do this from the event organisers.

## 4. Marketing the Event

- 4.1. The costs of marketing an event will be met centrally.
- 4.2. The Team organising an event is responsible for marketing and publicising the event.
- 4.3. All events should use the Appeal's Corporate Identity together with all the materials and the formats designed for the purpose.
- 4.4. The Friends' Graphic Designer will prepare all publicity materials and the tickets once the content is provided for him.
- 4.5. All events should be publicised at least 12 weeks before the event using all of the following channels:
- An advertisement in the two previous issues of the Donhead Digest
  - The Appeal website
  - Editorial in the quarterly Appeal Bulletin
  - Posters on the notice boards of each of the churches in the Benefice
  - Posters on all the village notice boards in the Benefice
  - Posters in Anstey Farm Shop, Ludwell Stores, Buttlings Butchers, the local pubs and any other suitable locations
- 4.6. Each event should do everything it can to draw in people who are not resident in DSA so that we have the biggest 'universe' of supporters and thus avoid the risk of 'Appeal fatigue' in our own village.

## 5. Ticket Sales

- 5.1. The Friends' Graphic Designer will design and print the ticket for every event. He will need all the information to go on the ticket at least 15 weeks before the event.
- 5.2. Tickets should go on sale at least 12 weeks before the event.

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### EVENT TEMPLATE

Name of the event:	
Date of the event:	
Event location:	
Maximum capacity:	
Ticket price:	
What is included in the ticket price:	
Timetable for the event (at least 12 weeks before the event) Date marketing/publicity campaign begins:  Date tickets on sale:	
Event team leader(s):	
Organising team members:	

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### EVENT BUDGET TEMPLATE

INCOME	Ticket Sales:		
	Donations/Exit Collection:		
	Bar (net of costs):		
	Raffle:		
	Total Income:		
EXPENDITURE	Venue Hire:		
	Artistes/Performers:		
	Catering:		
	Total Expenditure:		
PROFIT:			