

# Fundraising Planner



Thank you so much for choosing to support The LUNA Project! We have put together this fundraising planner as a guide to help you put together the best fundraiser that you can. You can go as simple or as elaborate as you like – we want you to have fun fundraising for us! We are very grateful for your support and are happy to help you in any way that we can – if there's anything we can help with get in touch via the contact form on our website or email us direct at [thelunaprojectuk@gmail.com](mailto:thelunaprojectuk@gmail.com)

## Ideas for your Fundraiser

You've decided to fundraise for The LUNA Project – amazing! Now you need to decide what kind of a fundraiser you're going to hold. There are so many things you can do to raise money, and you want to pick something that suits you. Here is a short list of ideas to get you thinking.

**Quiz Night** – Quiz nights are a great way to raise money and host an entertaining evening for all. You can find pre-written quizzes online or write your own. Another benefit to quiz nights is that they can take place online (a guide to hosting an online quiz night is included in our Quiz Night Planner document in the fundraising pack). You can choose to charge entry per person or per team, or simply have donations open throughout the night.

**Sponsored Event** – If you're up for a challenge, why not ask your friends and family to sponsor you for something? It could be a run or bike race, shaving your head or even something more daring like a skydive! Whatever you decide, a sponsored event is bound to help you raise a good amount. We have a sponsorship form for you to use in the fundraising pack, as well as advice on how to set up an online fundraising page using JustGiving.

**Talent Contest** – Are you a fan of the arts? Then organising a talent contest may be the event for you! You can hold auditions or ask around your friends and family, and have the audience vote for their favourite acts during an interval. This kind of event will take a lot of organising, so make sure you have help on hand!

**Film Screening** - A film screening is a nice, relaxed fundraiser that you can put together fairly quickly. You can host a casual one at your home with friends, or a larger one at a local church hall or community centre. You will most likely need a screen and projector if you choose a bigger venue. You could even pick a film with disability-related themes if you want to raise some awareness too!

## Planning your Fundraiser

Now that you've picked the type of fundraiser you're going to hold, it's time to think about the details. Will you need to book a venue? Are you going to need materials? We break it down for you here.

### When and Where?

First of all you need to decide on a time, date and venue. Take into consideration any other events that may be happening at around the same time as your fundraiser. It's also a good idea to check what the weather will be like around this time in case that will affect your plans in any way. It's always a good idea to put together a back-up plan just in case!

If you are booking a venue, make sure you have worked out your budget first in case it incurs any costs. Contact the venue early, as it's a good idea to book as far in advance as possible. Ask about facilities such as parking, toilets and kitchens, and what would be available to you. You should also check the venue's capacity and fire safety procedures, as well as any other rules they may have about outside events. If there is a fee for the venue you're using, make sure you work it into your budget. It's a good idea to tell the venue that you are hosting this event for charity – sometimes they will offer you a reduced fee, or even let you use their venue for free! They may even help you to advertise your event (if you ask).

Make sure if you're using an outside venue that you clean up after yourself and leave it in a good condition. Be respectful of the venue you're using (they are doing you a favour!) – if you stay on their good side you're more likely to be allowed back in future?

### Money – Your Target and Budget

If your event is going to incur any costs, you should set a budget before planning any other aspects of the event. For example, you may need to pay for use of a venue, hire entertainment or equipment, buy food or drink for guests or pay for raffle prizes. Write down a list of everything you think you'll need

and add up the costs before confirming any bookings. Once you have set yourself a budget, you can set a target goal for your fundraising. If your event is ticketed, this will inform the price you should charge. Try your best to get as much as you can donated – people are usually willing to donate raffle or tombola prizes! It's also a good idea at this stage to get some friends or family on board as volunteers to help on the night.

## [Advertising](#)

Now that you've got the details of your event ironed out, it's time to spread the word! There is a blank poster template you can use to publicise your event in our fundraising pack. Tell your friends and family, make an event on social media, see if there is a local newsletter you can put an advertisement in. Make sure everyone knows the key details – time and date, location, price (if applicable) and the cause. We have lots of information available about who we are and what we do – let people know what their money is going towards! If you are using an online fundraising platform such as JustGiving, spread the link to your page far and wide!

## [Maximising your Fundraiser](#)

Now your fundraiser is almost ready to go – here is a short list of fun, extra activities you can include to get the most money possible from your fundraiser.

**Raffle or Tombola** – Raffles and tombolas are a good way to raise some extra money. You can ask for donations from friends, family or local businesses, and all you will need to buy is a book of raffle tickets. Make sure you draw the raffle before the night is over. If you are donated a big prize, you could even auction it off.

**Guess the Teddy Bear's Birthday** – A fun and fairly easy fundraiser is to get yourself a large teddy bear, pick a date for its birthday, and charge people a small amount to guess it. Whoever is closest wins the bear, and you will have raised a decent amount. Guessing games like these are quite popular and there are several variations, such as guessing the number of sweets in a jar or the weight of a cake. Anything goes!

**Bucket Collection** – A very simple one – simply pass around a bucket or have one at the door for people to drop their loose change into.

Make sure you thank everyone who helped to make your fundraiser possible! Let people know how much you managed to raise and how grateful you are for their support.

## Accessibility and your Fundraiser

Since The LUNA Project works to raise awareness of and support young people with disabilities and long-term chronic conditions, it's a good idea to think of ways you can make your fundraiser accessible while you're planning it. If you're hosting a film screening, consider using subtitles or audio description if required. Is the venue you're holding your event in wheelchair accessible? Think of things like these during the planning stage, especially if you know that someone with a particular condition will be attending your event – this way you can make any arrangements required.

## Checklist

Here is a final checklist to make sure you're all set!

Task	Complete?
Choose what type of fundraiser you want to hold	
Will it be in person or online?	
Do you need any materials?	
What is your budget?	
What is your fundraising target?	
Do you need to organise a venue?	
When and where will you hold your event?	

Have you hired anything that you need? (e.g. venue, entertainment, equipment)	
Where and how will you advertise your event?	
Have you got volunteers to help you on the night?	
Are you going to have any extra activities? What do you need for them?	
If you are using online fundraising, have you set up your page?	
If your event is ticketed, have you decided on a price? Do you have your tickets ready to sell? Where and how will you sell them?	
Do you have any of our information leaflets you would like to use at your event?	
Have you cleaned up after your event and left the venue as you found it?	
Have you thanked everyone who helped make your event possible?	