
Tips for Success

Planning

Make sure you choose a good time of year to hold your event and that it doesn't clash with any else. You might struggle to get lots of people to support you on a football final day and take into account any seasonal (and weather) considerations. Put together a timeline with key dates and responsibilities and set yourself a realistic target to work towards.

Create your online sponsorship page

Set up an online fundraising page with [Virgin Money Giving](#) or [JustGiving](#). It's a quick and easy process and makes it simple for your friends and colleagues to support your event by donating money straightaway.

The sooner you set up your page, the sooner you'll be able to share information about your event and ask for donations, so make this one of the first items on your to do list!

You'll find lots of information about our work on our Fundraising Resources page to help you explain to your friends and family why they should support you and Build Africa.

There is also sponsorship form in the fundraising pack for you to use for any offline money you receive. Please encourage your sponsors to opt into the Gift Aid Scheme if they're UK Tax Payers as this will boost your funds by 25p for every £1 donated!

Matched giving

Ask your employer if they run a matched giving scheme. You never know - if they do, they could add to your total by matching some or all of the money that you raise.

Publicise your event

Download our guide to **Writing a Press Release** from the [Fundraising Resources page](#) for pointers about contacting your local press and writing a press release.

Tell all your friends, family and work colleagues about what you're doing too. Use the posters from the Fundraising Resources page to promote your event at work and at local pubs, schools, libraries, surgeries, shops, sports or social clubs. Remember, don't just stick them up – always ask first!

We've included the Build Africa logo on the [Fundraising Resources page](#) as well. Please make sure you follow our brand guidelines as this helps us to raise awareness. If you're not sure of how to use the logo then please get in touch.

Keep people updated

Social media is a great way to share information about your event and keep people updated with your progress. Create a Facebook event page, get on Twitter or start a blog and post regular updates. Don't just ask for donations – you can also thank your supporters online for their generosity and tell people about the great work that Build Africa will do with their money.

Follow Build Africa on [Facebook](#), [Twitter](#) and [Instagram](#) so we can share and tweet about your event too.

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Enjoy Your Day

The most important part of what your fundraising is to have fun. You are doing something amazing to help the children and communities that we support in rural Africa. Enjoy your day and the memories will stay with you forever!

Health and safety

If you are holding a public event, please be aware of the precautions you need to take to ensure a safe, successful environment. Here are some things to think about:

Money

Have somewhere safe to store money securely before, during and after the event. Don't forget to bring change for entrance fees, raffle tickets etc.

Venue safety

Ensure there are signs for any slippery areas. Clearly mark the fire exits and if possible make an announcement about where they are. Ask the venue for a copy of the fire evacuation plan and health and safety policy.

Marshalls or Volunteers

Make sure they know what their role is on the day. Equip them with high visibility jackets if they are marshalling a car park or something similar.

First Aid

If it is a public event, please make sure you have a first aider present. If you do not know anyone that is qualified, please call your local Red Cross or St John's Ambulance branch and you can arrange for someone to cover your event.

Photography

Photos are great for you to look back on what a fantastic event it was, but also for Build Africa to use in future publications or posters. For Build Africa to be able to use please make sure that you ask permission from an adult before taking pictures and also get approval for Build Africa to use any photographs on our website or publicity material.

After the event

Once you've had a few days to enjoy the success of your fundraising event, there'll be a few items of housekeeping to take care of:

Keep the momentum going

Follow up with any local press and give them details about how much you've raised so far. Include photos and your online fundraising address again, as people are likely to donate up to 30 days after your event has taken place.

Say thank you

Post photos and videos online too. It's a great opportunity to share the day with people who might not have been able to be there in person and to thank everyone who supported you along the way. Another opportunity to ask for any cheeky last minute donations.

Let us thank you!

Please let us know how your event went and send us any photos, videos or quotes. We love to have photos and stories from our fantastic fundraisers to use in our newsletters, social media and on our website. They help us to promote Build Africa and raise more money in the future.