



Yorkhill  
Children's  
Foundation

# putting your ideas into practice

## A step by step guide!

### Decide what event or fundraising idea you are going to put into practice.

With so many great ideas to choose from, it is often best to choose something which fits into your lifestyle. Think about how much time you have to dedicate to the project, and how many of your family, friends and colleagues you can rope in to help you – many hands will make light work! For example, if you play football on a weekly basis why not organise a 5-a-side tournament? Or if you attend a local operatic society, why not suggest a special one off performance in aid of Yorkhill Children's Foundation.

### Venue and Date

Decide on a suitable date and location. Depending on which fundraising event you are going to organise, this could be as simple as asking your company if they would donate the use of a staff room or meeting room, or you could approach your local church to see if it would be possible to use the church hall for a coffee morning or jumble sale.

If you are going to hire a venue for the day or evening, make sure you leave yourself plenty of time to find the right venue, and book it well in advance. Where possible, try and source this free of charge - many companies and organisations will be willing to help in this way, if they know the proceeds of the event are going to a worthwhile cause.

### Promoting the Event

Promote the event to as many people as possible - the more people that hear about what you are doing the more likely they are to support you. Think far and wide!

Top tips for promoting your event:

- Word of mouth
- Posters/ flyers (we can email you the Foundation's logo for use on any advertising materials)
- Local 'what's on guide' / newspaper
- Local radio station
- Email all your contacts, and create an email signature strip which includes the key event details
- Staff intranet, notice boards, newsletter, etc.

### Event Logistics

Do you need any Yorkhill Children's Foundation promotional items such as sponsor forms, newsletters, posters, balloons? Please try to avoid photocopying sponsor forms – just call us and we can send as many as you need. Do you need to recruit any volunteers to help you on the day/ evening? Try asking your friends, family members, colleagues and neighbours. If we can, we will send a representative from Yorkhill Children's Foundation to come along on the day/ evening to collect the cheque or give a short talk on the work of the Foundation. Please call the Yorkhill Fundraising Team who will be more than happy to help.

helping sick kids get better