

In aid of



Your fundraising checklist



We want all our supporters to stay safe when fundraising for Guide Dogs. Follow our organiser's checklist when planning your fundraising activity or event.

First things first

Start making a plan

Fix a date – choose a date and time for your event and be mindful of bank holidays or major events happening in your area.

Select an appropriate venue, confirm availability and book.

Think about

Location, size/space/capacity, floors, walkways/ traffic routes, lighting, temperature, ventilation, cleanliness, storage, toilets, washing facilities, car parking and accessibility for all.

Will you need alcohol, entertainment, or music licences?

Will you need to arrange insurance for the event?

Is the venue fully insured, including Public Liability insurance for injury to participants? Please remember that there is no insurance cover for any events other than the Guide Dogs organised events.

Notify local authorities and emergency services if applicable.

Plan how to promote your event – create your own posters, fill in and send the template press release to local radio and newspapers.

Source contractors/suppliers if applicable – don't forget to check their public liability cover.

Source donations of prizes if applicable.

If you're having a raffle, do you need a gaming licence?

Need a little help? Don't do it alone! Ask friends, family or work colleagues to help you.

A few weeks before the event

Plan the day of the event.

Think about

Safety and risks – if there is a risk, think about what you can do to reduce it.

How will communications with others take place?

How will event staff be identified?

Be clear about what you are and aren't responsible for. Who is doing what, and what are their responsibilities?

Site plan/layout – consider equipment, stalls, cables, walkways, activities etc.

First aid/accidents/emergency – consider what the risks are for your event and if you need to provide first aid. How will the area be cleared in an emergency? Who will be responsible for ensuring these arrangements are in place?

Equipment – ensure that any equipment is fit for purpose and in working order.

Car parking – is there enough parking for the number of expected visitors?

Cash handling – think about how the cash raised will be managed.

Food hygiene – if you are selling homemade goods, it is a good idea to have them labelled with date of making and the ingredients.

Security – is there a need for security at your event?

Dogs – remember if you have dogs present you need to ensure water and toileting areas are available.

Waste – where will your waste/rubbish go, including animal waste?

Welfare facilities – consider access, supervision and housekeeping.

Is the event outside – what if it rains?

Send out appropriate information to participants.

Confirm any contractors, suppliers, and donations.

A few days before

Revisit, check and make final plans for your venue.

Review your event plan.

Brief your volunteers and confirm your procedures and plans.

Send out your press release to local newspapers.

Guide Dogs values your contribution as a fundraiser and requests that you make your safety and that of your guests your top priority.

Guide Dogs does not encourage fundraisers to participate in high-risk activities. If you have any concerns or have any doubts at all over the safety of your event, please seek professional advice. Please take the time to plan sufficiently and keep you and your guests safe.

Got a question?

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On the day

Brief helpers and check procedures.

Set up the venue – signs, decorations, and equipment.

Register all entrants/take tickets and money.

Welcome and thank VIPs, donors, and volunteers.

Clear up.

Bank the money.

Congratulate yourself and your team on a hard day's work!

After the event

Thank you – make sure you thank all those involved in your event.

Send out photos of the event with information on how it went to local media.

Send the money you have raised to Guide Dogs – the easiest way is via our website: **[guidedogs.org.uk/PayIn](https://www.guidedogs.org.uk/PayIn)**

Report back to us on your success and discuss if a cheque presentation is applicable.

