

PLANNING YOUR FUNDRAISING EVENT FOR THE ROYAL BRITISH LEGION

IN 8 SIMPLE STEPS

1. MAKE A PLAN



Choose a method of fundraising that suits your lifestyle, that is achievable, and above all, that you will enjoy. Keep a checklist so that you know exactly what needs to be done, and how much time you will need to do it.

2. SET A DATE



Now you're aware of the timescales, you'll need to set a date. Make sure you give your supporters enough time to put it in their diaries, and pick a date that is easy for everyone. Be aware of other events or school holidays that may be happening at the same time.

3. FIND A VENUE



What sort of venue will you need? Consider its size and accessibility, and does it have the facilities you'll require? Remember to tell them you are using the venue for charity, and you may get a reduced rate.

4. MAKE A BUDGET



Keep a simple budget as part of your planning, considering all costs you make, deadlines for payments, and how much you are hoping to raise. How will you be collecting sponsorship and will you have a secure place for the money to be kept until you are able to bank it? Keep costs low: think about borrowing equipment rather than purchasing it, and asking companies to donate prizes.

5. GET HELP



Who will you need to help you on the day? Make sure you give helpers plenty of warning, brief them before the day, and remember to thank them afterwards.

6. CAN WE HELP YOU?



Please get in touch! The Royal British Legion can provide you with fundraising materials and support to make your event as successful as possible.

7. CONTINGENCY PLANS



Things don't always go to plan, especially the British weather! Consider alternatives, and you can always postpone the event if necessary.

8. TIME TO SPREAD THE WORD

Tell everyone about your event. Remember to explain why you are fundraising for us and share your story. Keep your supporters involved through social media or writing a blog, and remember to thank everyone afterwards.



LIVE ON 

Registered charity number: 219279

NEED HELP?
Get in touch with the
Events team at
events@britishlegion.org.uk
for inspiration!