



[www.people.ie](http://www.people.ie)

The People's Movement campaigns against any measures that further develop the EU into a federal state, and to defend and enhance popular sovereignty, democracy and social justice in Ireland.

## Organising your own People's Movement fundraising event

**1. Don't go it alone:** Gather a group of friends or colleagues who can form the basis of an organising committee.

**2. Decide what you want to do:** Look at the 'fundraising ideas' below and decide what would appeal most to the people you and the committee know. If your buddies are out in the hills every weekend, maybe a sponsored climb would be more appealing than an expensive black-tie benefit. But if they're all party animals, a cycle ride might not be the way to go! **Rule No. 1:** You should be able to name at least 50% of people who you know will take part in/attend the event before you start. Remember, advertising does not sell tickets, even a great idea does not sell tickets. Only people sell tickets.

**3. Set a budget and goals:** Draw up a budget and goals for the event, including gross and net income, number of tickets to be sold, number of raffle prizes to be obtained, etc. Think how much you wish to raise for the People's Movement; ideally your costs should not be more than 50% of what you raise. Think about how you will deal with deposits and up-front costs if you will not receive revenue until later – perhaps you could have an 'early-bird' ticket price to encourage people to buy early, or perhaps you need a sponsor.

Decide how many people you aim to attend (remember rule no. 1) and how much you can sell tickets for (or how much you'll expect them to raise). Are there other ways you can raise income, e.g. by adding a raffle or auction, or by asking companies or friends to provide cash sponsorship? Then list all the expenses you can think of: rental of a location, invitation/ticket printing, food and drink (including corkage), insurance, flowers, band/disco, transport, etc.

**4. Draw up a plan of action:** Remember to check things like insurance, Garda permits (for street collecting), how you will look after the money etc. Draw up a plan of action with action items, a deadline for each action, and a person assigned to each action. For example:

**5. Action by date, who:** Book venue and entertainment 3 June, Mary. Approach 5 shops for raffle prizes 10 June, Jane & Paul. Organise design & printing of tickets 18 June, Siobhan. Send press release to local paper 20 June, Peter.

**6. Anticipate the worst:** Think about what could go wrong and have contingency plans.

**7. During the event:** Will you need volunteers from the committee to take tickets, sell raffle tickets, make a speech etc.? Will you need people to help clean up?

**8. After the event:** How are you going to look after the money you raise and get it to the People's Movement? (Cheque or bank draft? Safe/Cash Box? Bank account?) Don't forget to thank everyone who helped. A phone call is nice, a personal note even better.

### Some fundraising ideas:

Antique Fair	Concert	Plant Sale
Art Exhibition	Darts	Pub Quiz
Auction	Dinner Dance/Disco	Race Night
Athletic Meeting	Exhibition	Raffle
Barbeque	Fancy Dress	Talent Competition
Bazaar	Film Show	Tennis Tournament
Beard Shaving	Five-a-Side	Theatre Premiere
Bike Tour	Garden Party	Treasure Hunt
Bingo	Greyhound Meeting	Window cleaning
Book Sale	Hill Walking	Wine Tasting
Bring and Buy Sale	Jumble Sale	Wine & Cheese Party
Car Cleaning	Marathon	World Record
Cinema premiere	Mountain Climbing	
Coffee Party	Music Recital	