



# FUNDRAISING FACTS

## How to Organise a Sponsored Events or Challenges

### How do I organise a sponsored event?

Firstly, take a look at the Fact sheet – **Organising an Event**, as this has quite a lot of useful information about how to plan your event to ensure it is safe.

Most events will have a cost associated with them such as room hire or transport etc., so:

- Ensure you have costed everything up before you launch your sponsored event
- Looking at the full costs of your event, will you have enough sponsors to cover your costs AND raise a good amount for the RSPCA?
- What resources do you need to ensure your sponsored event is successful? You will have to ensure that the efforts needed to plan and run the event don't outweigh the benefits to the RSPCA

### What about risk and insurance?

It is so important to ensure that you have insurance cover for yourself, and everyone involved in your sponsored event. RSPCA organised events will have automatic insurance cover, but this does not cover challenges or your own sponsored events, you will need to organise insurance for yourself in these cases. Please refer to our information sheet: **Fundraising "In aid of" of the RSPCA**.

It is also important to manage any risk associated with your event. The fundraising Fact Sheet – **Organising an Event** will give you more information about assessing risk.

### How can I encourage people to sponsor me?

The key to getting sponsorship is to tell as many people as you can. Ask your employer if they can help you promote your challenge; tell friends, neighbours, relatives. Promote your challenge on as many social networks as you can to spread the word: Facebook, email, twitter, blogs.

### Is there an easy way to collect my sponsorship donations?

You could consider setting up a just giving page at [www.justgiving.com](http://www.justgiving.com) , [www.virginmoneygiving.com](http://www.virginmoneygiving.com) or [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk). These sites help you to collect sponsorship money on your behalf and send all your pledges to our branch. There are lots more on the internet for you to choose from.

### How do I handle the cash I have collected?

Please refer to the fact sheet entitled: **Handling Cash Donations**