CHARITY DIGITAL

How to organise an event

Please wait, the webinar will be starting shortly

How to organise an event

About me

Lisa Rowland | Event manager, leader and strategist

- 10 years' experience within the events industry
- Experience across various industries and event types
- In-person, virtual, and hybrid experience

10 fundamentals of planning an event

- Goals, objectives and targets

- Financials

- Timeline

- Marketing & promotion

- Resourcing

- Registration

- Health and safety

- Stakeholder management

- Delivery

- Post event evaluation

Today's example:
5K colour run!

Goals, objectives, and targets

- Why are your organising the event?

- What are you hoping to achieve? e.g. funds, brand awareness, volunteer retention

- Set some OKRs or KPIs

- These should be specific and measurable

Top tip: ensure the project team are aware of the aims and objectives before you start executing your plan. Make sure you revisit these throughout the planning period to ensure you're on track!

Objectives:

- Raise income

- Attract new donors to the charity

- Raise awareness for what we do

Quantifiable targets

- 1200 registrations

- 1080 attendees

- Raise £40k in profit to be measured 6 weeks post event

- 30% of participants to be new donors

Example: 5K colour run

Financials

Expenditure to think about

- Venue
- Catering
- Equipment hire
- Courier costs
- Staff travel and accommodation
- Registration
- Promotion

Income to think about

- Ticket sales
- Fundraising total
- Sponsorship opportunities

Top tip: ask for freebies! Ask corporate supporters, your local supermarket and shops to donate some of what you need such as water and finish line snacks.

Financials

Expenditure:

Facebook (paid ads)			
Twitter (paid ads)			
Instagram (paid ads)			
Printed ads			
Branding/artwork			
Coloured powder (big buckets)			
Coloured powder (individual packets)			
Participant t-shirts			
Bottled water			
Finish line snack			
Shipment			
Stationary			
Staff travel expenses			
Photpgrapher			
Stage			
MC			

Income:

	Income		
Item	**Quantity**	**Unit price**	**Budget**
Early bird registration	700	£20.00	£14,000.00
Full price regsitrations	500	£30.00	£15,000.00
Sponsorship	4	£1,500.00	£6,000.00
Fundraising income	1200	£35.00	£42,000.00
			£77,000.00

Breakdown of outgoings can be found here.

Example: 5K colour run

Creating a timeline and plan

- Map out your key timeline milestones

- Set realistic deadlines with some buffer time for unexpected delays

Project management tools

- [Asana](#)

- [Trello](#)

- Planning spreadsheet [template](#)

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Example: 5K colour run

Project ID	Project Name	Start date	End date	Project Manager	
CR2023	5K Colour Run		27-May-23	Nina Montague	

Milestone number	Milestone	Completion deadline	Status	Signed off?	Comments	Links
Example	Date confirmed	10-Jan-23	Complete	LR - 08/01/2023	Confirmed for 27 May @ Cassiobury Park, Watford	
101	Project start	27-Jun-23	Complete			
102	Set objectives and targets		In progress			
103	Finalise budget estimations		In progress			
104	Finalise event branding		Complete			
105	Date confirmed		In progress			
106	Venue contract signed		Not started			
107	Website launched		Not started			
108	Registration launched		Not started			
109	Event day	27-May-23	Not started			
110	Final budget reconciliation	07-Jul-23	Not started			
111	Feedback report completed	14-Jul-23	Not started			

Gantt chart:

	2022									2023																										
	31 Oct - 6 Nov	7 Nov - 13 Nov	14 Nov - 20 Nov	21 Nov - 27 Nov	28 Nov - 4 Dec	5 Dec - 11 Dec	12 Dec - 18 Dec	19 Dec - 25 Dec	26 Dec - 1 Jan	2 Jan - 8 Jan	9 Jan - 15 Jan	16 Jan - 22 Jan	23 Jan - 29 Jan	30 Jan - 5 Feb	6 Feb - 12 Feb	13 Feb - 19 Feb	20 Feb - 26 Feb	27 Feb - 5 March	6 March - 12 March	13 March - 19 March	20 March - 26 March	27 March - 2 April	3 April - 9 April	10 April - 16 April	17 April - 23 April	24 April - 30 April	1 May - 7 May	8 May - 14 May	15 May - 21 May	22 May - 26 May	27-May	28-May	29 May - 4 June	5 June - 11 June	29 May - 4 June	5 June - 11 June
Weeks out from the event	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0	0	-1	-2	-3	-4	-5	-6
Porject start																																					
Set objectives and targets																																					
Recieve internal approval for objectives and targets																																					
Create budget																																					
Budget approval and sign off																																					
Finalise date																																					
Venue serach																																					
Create marketing plan																																					
Create and finalise event branding																																					
Website live																																					
Registration live - early bird																																					
Regsitration live - standard																																					
Confirm AV supplier (if required)																																					
Hire stage for the event day (if required)																																					
Confirm videographer (if required)																																					
Confirm photographer																																					
Create sponsor pack																																					
Send sponsor pack out & set deadlines																																					

Marketing

- Social media
- Paid ads
- Email marketing
- Newsletters
- Contra deals
- Outreach
  - Corporates
  - Volunteers

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Resourcing

Ask yourself these questions:

- Who's the project manager?

- Do you need additional support with the planning? If so, from who? Do you need to involve other departments and teams?

- Do you need additional support on the day of the event?

- Do you need to recruit volunteers?

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Top tip: send a calendar invite to all staff required onsite as soon as you can to help alleviate clashes.

Registration

- **Registration management**

- **Registration structure - early bird, full price, team rates**

- **Capacity limits**

- **Terms and conditions**

- **Data fields**

- **Onsite registrations plan**

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Top tip: **Eventrite** is an online registration software which anyone can sign up to use. Note, they will take a small percentage of any paid regsitrations.

Registration

Data field examples:

- Do you have any dietary or accessibility requirements?

- Do you require an event t-shirt?

- Where did you hear about the event?

- Why do you support our charity?

- Emergency contact details

- Would you like to receive emails regarding future fundraising events?

- Is this your first time fundraising for our charity?

Top tip: try and be as sustainable as possible by asking attendees to opt into freebies and only print what's required.

Example: 5K colour run

Health and safety

Risk assessments

- Fire
- Crowd management
- Traffic and pedestrian management
- Adverse weather conditions
- Uncontrolled environments
- General environments
- Incidents and Injuries
- Staff and volunteers

Insurance

Waiver forms

Top tip: check your organisations liability insurance to check if events are covered. If not, some events will be able to be added for free and others at a minimal charge.

Stakeholder management

- Decide who is responsible for each relationship

- Clear and concise instructions

- Provide briefs in plenty of time

- Plan as much as possible beforehand - some suppliers may require a site visit beforehand

Stakeholder management

Colour run photographer brief

Date: 27 May 2023

Address: Highfield Park, AL5 0YH

Arrival time: 7:30am

Entrance/parking information: via main park entrance which will be clearly signposted on the day.

Onsite contact: Lisa Rowland, 07629 389280

Equipment to bring: camera, lens, photo props

Brief:

- Photos sponsors and employees taking part in the run
- Warm up photos
- Start line
- First person crossing the finish line

Call Lisa upon arrival.

Example: 5K colour run

Delivery

Documents to prepare for the big day

- Staff briefing document

- Running order

- Staging guide

- Onsite comms plan

- Floorplans/site plans

- Promotional materials for future events

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Top tip: use this opportunity to promote future events and activities. Can you announce the date for the same event next year?

Post event evaluation

- Staff debrief

- Budget reconciliation

- Feedback surveys - questions should relate back to your OKRs so that you can measure the events success.

- Analysis report

- Thank yous

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Top tip: use stats and analytics in your thank you emails so attendees can understand the impact their participation has had.

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Thank you!
Any questions?

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What's coming up

Open Door Q&A Session: Ask Us Anything
Online drop-in: 19th April

How to scale service delivery with WhatsApp, SMS, and interactive voice response
Webinar: 27th April