



the brain injury association

Organising Events for Headway

You might want to organise a fundraising event as another means of raising money in addition to direct sponsorship. Events are a great excuse for bringing people together for a good cause.

Top tips

- Keep it simple and do something you enjoy!
- Take time to plan and think through your event
- Work out a budget – how much will the event raise and how much will it cost? Are you confident that it will raise more than it costs?
- Organise events that give people something in return

Costs to think about

- Venue hire
- Promotional materials
- Telephone and postage costs
- Photocopying & printing
- Food and drink
- Entertainment

Can you get some of these items donated by local businesses?

Ways of raising the money

- Ticket sales
- Individual or company sponsorship
- Donations
- Raffles
- Auctions
- Sales of refreshments





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Organising Events for Headway cont.

Publicity

Get as much publicity as you can. Promoting your event helps raise much needed funds and also raises awareness of Headway.

- Contact local newspapers, radio and community newsgroups. Find an angle that would particularly interest them and emphasise what is unusual about your fundraising efforts. Make yourself available for a photo and include a number where people can contact you if they want to offer sponsorship.
- The best media outlets are those where you are known already - so if you work for a company or organisation that publishes an internal newsletter, try to get a piece included in that.
- The more people who know about your fundraising the more support you'll get, so tell everyone!

Using the Headway Name

- You can use the words '**raising funds for Headway - the brain injury association, registered charity no.1025852**' but please do let us know about your event beforehand.
- You must contact us to seek permission if you want to use the Headway logo in publicity materials.

