

# Organising events for Headway

**Events are a great excuse to bring people together to raise money for Headway, so why not organise one yourself?!**

It doesn't have to be extravagant or groundbreaking – often the simplest ideas are the best. Just take your time in planning it. Start with an idea and work out a budget. Remember, you need to make more money than you spend!

## Things that will cost money

Events cost money, so it is important when fundraising to think about your expenditure

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

## Getting help to pay for it!

Local businesses often love to sponsor local events and your friends and family will be happy to support you by donating either their time or certain services, skills or goods

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

## Volunteers – the organiser's best friend!

Volunteers are the perfect resource for events as they are free, and can help at any stage of the process, from selling tickets at the beginning to setting up stalls and stewarding on the day itself.

## Shout about it

If you want to raise lots of money, then you need to get as much publicity as you can. Write a press release to contact local newspapers, radio and community newsgroups (for help with this, please refer to the guide at the back of this pack). Go online and advertise on your company's website, or with your local school or council. A great idea is to set up a social networking page, such as Facebook or Twitter and invite people online!

## Using the Headway name

Please do contact us about your event beforehand, as you need our permission if you want to use the Headway logo.

If you are creating promotional material, then please use the words *'raising funds for Headway - the brain injury association, registered charity number 1025852'*

