



# SCHOOLS EVENT PACK



# THANK YOU

We're so happy you've decided to support Suas by organising an event or fundraiser!

Suas is a children's literacy charity. Our belief is that literacy can change everything for children living in disadvantaged communities. To date we've helped over 3,300 children in improving their reading and maths skills, and we've trained over 4,500, so it's great to welcome another member to the Suas family- YOU!

Did you know that one in three children from disadvantaged schools have difficulties with reading? This puts them under threat of leaving school early, poor health and unemployment. But because you have chosen to support Suas you'll be giving children less fortunate than you the chance of a happier, brighter, better future!

Once again, thank you for joining our fight to end childhood illiteracy in disadvantaged schools across Ireland. Best of luck with your event - know that every cent you raise will help change children's lives for the better. In this pack you'll find loads of information and tips to help you get started. If we can help in anyway, please don't hesitate in contacting us.

On behalf of all the children we work with, thank you,

Best wishes



John Logue  
Suas, CEO

P.s For support or to speak with our super friendly Fundraising & Events Team, call 01 662 1400 or email [fundraising@suas.ie](mailto:fundraising@suas.ie).

# **SUPER CHARGE YOUR FUNDRAISING**

This pack has been created to help you make your event and/or fundraising as successful as possible. It contains everything you need to know to get the most out of your efforts!

## **CREATE YOUR EVENT**

Designing your own event gives you an opportunity to get creative! It's really simple to organise, especially with all our handy hints and tips in this pack. All you have to do is pick something that you'll enjoy organising, and that you think people are going to want to come to.

Perhaps you might like to think about events you have been to. What did you enjoy the most, what was the most successful, why was it so good? You should also bear in mind the timing of your event; if you are going to run it in the summer, would an outdoor event be better than an indoor one? If your event is in the autumn, is the weather going to affect what you are planning? You should also find out if someone in the local area is already organising an event which might compete with yours.

We have loads of suggestions for events you might like to put on, or you can come up with something yourself. Have a look at the list on the next page for some initial ideas to get you started!

## **MONEY MATTERS, SET A TARGET!**

People who fundraise for Suas often tell us that they find it helpful if they set themselves a fundraising target. Not only will it keep you motivated right up to the big day, but it also helps boost the total that they raise, so setting a target is something to consider!

Remember that you don't need to spend much money putting on your event and any money that you make, however large or small, will really make an impact. You may even be able to put on your event for little, or no cost if you know someone who has a venue or prizes they could offer you.

However if you do need to spend some money to get your event off the ground we recommend you try to work to a fundraising ratio of 1:3. So for example if you spend €20 putting on your event, you should aim to make back €60 leaving you with a €40 profit.

## PROMOTING YOUR EVENT: PUBLICITY & PR

You could put on the best event in the world but unless people know about it, it won't go that well! Promoting your fundraising activities through the media and on social media will help you shout about your efforts and ultimately raise more money!

Promoting your event is as important as the planning of the event itself. When you are promoting your event, remember the three 'Ws':

**When** is it taking place? Include the day, date and time.

**Where** will the event take place? How can people get there?

**What** It's important people are aware that the event is in aid of Suas. Think about how you find out about what is going on in your community. Is it through posters and flyers, or through press or the internet? Find out what methods of promotion are available to you and use them in the way that you think will get most attention. Word of mouth is a great way of letting people know what is going on; if your publicity grabs people's attention you can get them talking!

Make sure to use your social media channels, tell your friends and followers all about your event. Create a Facebook event- social media is a great way to keep everyone up to date!

We'd LOVE to share your amazing fundraising achievements also, so make sure you connect with us at:



## IDONATE

You can make it easier for people to support your event by setting up an iDonate page, where you can collect donations from your friends and family online. That means no paper, or sponsorship cards!

It's super simple to create your page, just go to [www.iDonate.ie](http://www.iDonate.ie) and then share the link with your supporters to let them contribute and see how the fundraising is going!





## **BY HELPING OTHERS WE ALSO HELP OURSELVES!**

By running an event for Suas, not only are you helping to change the lives of children and young people through literacy, you'll also gain some unexpected benefits...

Designing and executing fundraising events will allow you to gain a sense of community and self-empowerment. For your future self, remember that charity work is something that prospective employers love to know about- so be sure to include it on your CV!

Working towards your Gaisce Award? Suas is a Gaisce Challenge Partner, meaning fundraising for Suas can fall under 'Community Involvement'.

Finally, if you're considering a future in the not-for-profit, charity sector, consider your event as your first taste of the industry!



# PLANNING YOUR EVENT

Events and fundraising should always be fun! So to keep the fun factor we're provided you with a step-by-step plan to help guide you!

## STEP 1

Decide the kind of event you want to run.

## STEP 2

Form an event group (just like running a small business!). Divide your event group into four teams who each take responsibility for particular parts of the event. Here are some ideas:

- Events Team - Decides upon the how, when and where of the chosen event. This team should also decide upon the number of volunteers they need and any equipment which you might need.
- Public Relations (PR) Team - Promotes the event by using various media (i.e. radio, newspapers, notice boards, Facebook, Twitter, etc).
- Creative Team - Supports the PR team by designing posters and other promotional materials which will be used around the school and in your community to further promote the event.
- Corporate Team - Contacts local businesses to see if they can get sponsorship for the event. You might get some financial support and/or receive merchandise for raffle prizes. Don't forget to let us know who has sponsored you!

## STEP 3

Remember to consider possible competition. This is vital as you want to get as many people as possible along to your event on the day. Think about whether there are any similar or competing events on the same day/night in the area. Also think about any sporting events, festivals etc that may prevent people from wanting to come along to your event.

## STEP 4

Allow enough time to prepare before setting the date.

## STEP 5

Contact us on 01 6621400 or email [fundraising@suas.ie](mailto:fundraising@suas.ie) to discuss the event and find out how we can help.

## STEP 6

Make a timetable working backwards from the event date so you know what has to be done. Remember to conduct a risk assessment at your venue and obtain the necessary permissions and licenses.

## **TOP TIP**

**Occasions are a great way to fundraise! Have you an upcoming birthday? Why not fundraise on the back of it?**

## **TOP TIP**

**Do something you love! Do you like music? Or maybe sport? More than likely your friends have similar interests so you have a ready-made audience!**

## **TOP TIP**

**If you don't ask...! Do you know any celebrities or local stars? You might raise more money with a famous name supporting your cause.**

## **TOP TIP**

**Get the community involved! Are you a member of a sports club or a local group? Use these networks!**

## **STEP 7**

Meet up regularly to keep a record of progress and any problems that might crop up.

## **STEP 8**

If you are selling tickets, try and sell as many as possible before the event, so you have an idea of numbers attending. Ask friends if they will sell tickets for you.

## **STEP 9**

On the day, set up your venue as early as you can.

## **STEP 10**

Ensure first aid and security plans are considered in your planning.

## **STEP 11**

Make sure you have enough help during the event and for clearing up afterwards.

## **STEP 12**

After the event count up all the money and make sure all expenses have been paid out.

## **STEP 13**

Formally thank the venue, any sponsors, and everyone who helped - ideally letting them know how much was raised

## **STEP 14**

Celebrate your success knowing that you have made a real and lasting difference in a child's life!

# STUCK FOR EVENT IDEAS?

It's as easy as A, B, C.

- A** Athletics races, Action project event
- B** Basketball tournament, BBQ, Battle of the bands
- C** Concert, Comedy evening, Carol singing, Cake sale
- D** Disco, Duck racing, DJ competition, Darts
- E** Endurance contest, Easter ball, Easter egg hunt
- F** Fancy dress, Fashion show, Festival, Film night
- G** Games day, Graduation party
- H** Half marathon, Hockey tournament, Hill walking
- I** Indie night
- J** Jumble sale, James Bond Ball
- K** Karaoke, Karting
- L** Live music event, Line dancing
- M** Murder mystery, Marathons
- N** Non-uniform day
- O** Open mic event, Olympics tournament
- P** Pantomime, Paintball competition
- Q** Quiz event, Quasar
- R** Race event, Record attempt, Raffles
- S** School disco, Sleep over, Sports day, Swimming gala
- T** Talent show, Table quiz, Treks, Tug-of-war
- U** Unicycle race, Ultimate challenge
- V** Valentine's ball, Virtual events
- W** Winter wonderland, Window cleaning, World record breaking, Wear your uniform backwards
- X** Xmas Party, X Factor
- Y** Yo-yo competition
- Z** Zombie walk



# KEEP IT LEGAL & SAFE!

Fundraising is all about having fun while raising money, but it is also subject to laws and legislation! When you are running your event you need to ask yourself whether you need permission to do anything – from the Gardai, from the council, from the owners of private property etc.

- Please do not collect money door to door, or in a public place as these are governed by law. We recommend collecting only from family and friends.
- Small raffles held as part of a larger event are fine as long as ticket sales and the announcement of results take place during the event and there are no cash prizes. Bigger raffles, lotteries and prize draws are all governed by legislation.
- Any fundraising materials you use should say ‘In aid of Suas, Registered Charity No. 14931’. Use of Suas name and logo is only allowed with prior permission from us. Call us on 01 662 1400.
- When you organise an event, you will be responsible for making sure it poses no risk to others. Unfortunately Suas public liability won’t cover your event.
- If you are unsure whether you need permission for something, or if you would like us to apply for permits on your behalf, then just get in touch!
- Please let us know of any approaches you make to companies for sponsorship, either as direct contributions or as goods for prizes and draws.
- If handling food, take care with hygiene and follow basic rules for safe preparation, storage, display and cooking.
- Please remember to take care of your own personal security when counting funds.

If you have any questions on the above, or an idea you want to discuss further, don’t hesitate contacting our friendly fundraising team on 01 662 1400 or [fundraising@suas.ie](mailto:fundraising@suas.ie).



# BRING IT TO THE TOP!

So, you've planned your fabulous fundraising activity and you can't wait to get stuck in. Here are a few easy peasy ideas to help guarantee that your friends and family will dig deep!

## THE EARLY BIRD

Sell tickets ahead of the event- that way you get the funds even if the person decides not to come on the day.

## GET WORK ONBOARD

Ask the business you or family members work for to support you either by making a donation or holding an event for employees like a dress down day or cake sale.

Some larger companies even offer matched funding for fundraising activities their staff take part in!

## SPONSORSHIP

Consider approaching local businesses to sponsor you. In return for a donation, you can offer them advertising opportunities on printed materials within your event promotion and at the event itself.

## RAFFLES AND AUCTIONS

Raffles and auctions are a great way to raise some extra money at any type of event. Don't worry about securing hundreds of raffle prizes - people will buy raffle tickets anyway. Raffles are strictly regulated, so to stay within the law, ensuring that all tickets are sold at the event location during the event itself.

If you're having an auction, make sure you remind people about Suas and the difference the donations will make in the life of a disadvantaged child, so that people dig that little bit deeper!



# RETURNING YOUR MONEY

Ahead of sending your funds, be sure to contact us on 01 662 1400 or at [fundraising@suas.ie](mailto:fundraising@suas.ie). It's important for us to thank and acknowledge you for all you've done and also so we can trace any money we receive back to you!



**BANK**



**POST**



**ONLINE**



**IN PERSON**

## HEAD TO THE BANK

If you'd like to make a bank transfer, you can pay in cash and cheques at your bank directly to the Suas account:

***Suas Educational Development  
BOI, Baggot St., D2  
IBAN IE69 BOFI 9014 9025 9374 30  
BIC BOFIE2D***

## POP IT IN THE POST

Never send actual money via the post, only cheques. All cheques should be made payable to Suas Educational Development and posted to:

***Suas Educational Development  
Floor 1/2 Unit 3,  
Whitefriars, Aungier St, D2.***

Please make sure you include the donation form included in the pack and don't forget to tell us about your amazing fundraising efforts!

## HOP ONLINE

You can pay your money directly at:  
***[www.suas.ie/donate](http://www.suas.ie/donate)***.

## DO IT IN PERSON

We'd be delighted to receive your funds in person! We may even give you a hug!

***Suas Educational Development  
Floor 1/2 Unit 3,  
Whitefriars, Aungier St, D2.***

(Our office hours are Mon to Fri, 9am - 5:30pm.)

# DONATIONS RETURN FORM

Please print, complete and free post this form with your sponsorship cards to Suas, Floor 1/2 Unit 3, Whitefriars, Aungier St., FREE POST F5030, D2, when returning/lodging your funds.

## How are you returning your funds? Please tick

<b>Cheque</b>	<b>Postal Order</b>	<b>Lodgement</b>	<b>Online</b>	<b>In Person</b>
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<b>EVENT NAME</b>	<b>AMOUNT RAISED</b>
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**Your Name**

**Address**

**Email**

**Mobile**

## How did you reach your target? Tell us about your event!





# WILL YOU HELP LITERACY CHANGE EVERYTHING?



## JOIN US FOR OUR FUNDRAISER!

**WHEN:**

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**WHERE:**

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**WHAT:**

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