

Fundraising event how to

Ready to raise awareness and funds for stroke support? Whether you're organising an event for 10 or 100 people, follow this guide to make it a success!

1. What, when, where

- Decide what kind of event you'd like to hold.
- Set a date and budget.
- Confirm your venue and theme.
- If you haven't already, **let us know** what you're doing so we can support you.
- Plan your event in detail.

2. Brainstorm

- Boost your fundraising at your event with a raffle, quiz or silent auction.
- Ask local businesses if they can support you with sponsorship or raffle prizes.
- We can provide a letter so businesses know you're fundraising for us.

4. Set a fundraising goal

- Decide how much you'd like your event to raise.
- Be ambitious and you'll feel a real sense of achievement when you reach your goal.
- Set up a **JustGiving page** to easily keep track of donations.

3. Make it a team effort

- Get friends or colleagues together to help you.
- It's a great way to come up with ideas and share responsibilities.
- You'll find lots of resources to help **here**.
- Check out our **online shop** for t-shirts, balloons and more.

5. Shout about it

- Make sure everyone knows about your event.
- Promote your event online and on community noticeboards.
- Share your fundraising page on social media.

6. Enjoy it!

- Have fun, make sure you take lots of photos and add them to your fundraising page.
- Share updates on social media with the tagline **#TeamStroke**.
- Celebrate your success and thank everyone who supported you!

Thank you for supporting the Stroke Association.

By organising a fundraising event you are helping stroke survivors find strength through support.

Keep your fundraising safe and legal

When you are organising a fundraising event in aid of the Stroke Association, it's important that it is safe and legal.



Cash handling

Make sure you have plans to keep cash safe and secure. Wherever it's practical, two people should count and transport cash to the bank as soon as possible. You can find more information on paying in your fundraising [here](#).



Raffles, lotteries and prize draws

There are strict legal requirements about them. You can find more information at the [Gambling Commission](#) and check in with your local council.



Food and drink

It's essential that you label all food and drink with allergens. The Food Standards Agency website can provide all the guidelines you need [food.gov.uk](#)

This [web page](#) is useful for people organising charity and community events involving food. Please take great care when handling food. Work to rules for safe preparation, storage, display and cooking.

Paying in your fundraising

If you've set up an online fundraising page the money comes directly to the Stroke Association. There is nothing more you need to do! If you have cash or cheque donations, all the information you need can be found [here](#).

Have a question? We're here to help you every step of the way. Call our Supporter Relations team on **0300 3300 740** (Monday to Friday, 9am to 5pm) or email supporter.relations@stroke.org.uk