



It's Time to Get Creative

Get Creative

There are a number of things you can do to help raise funds for Durrell. The aim of this section is to give you some ideas and help you get creative. Having said that, there will undoubtedly be many more things you could do that we haven't covered here, so by all means contact us if you have an idea we have missed out and would like to discuss with us in more detail.

Auction
Art exhibition
Arts and Crafts day

Ball
BBQ
Bouncy castle - how long can you bounce continuously?
Get sponsored for it!

Car boot sale
Car wash
Coffee morning
Challenges
Company fundraising
Casino night

Dress-down for the day
Dinner party

Easter-egg hunt
Egg and spoon race

Fashion show
Fancy-dress party
Football tournament
Face painting

Garden party
Give a talk
Gig

Horseracing
Halloween party

Ice-skating
Ice-cream party

Jumble sale
Jeans day

Karaoke night
Kite flying

Leg waxing
(especially for boys!)
Lottery

Musical events
Marathon events- jogging, table tennis, dancing, tennis

New Year's Eve party

Orienteering race
One-hundred club - do anything that involves the number 100

Pancake Day competition
Parish fete
Plant a tree
Pet show

Quizzes
Quickstep
Quiet time- sponsored silence

Raffles
Races

Sporting event
School concerts
Scavenger hunt

Tea party
Teddy bears' picnic
Treasure hunt
Tombola
TV-free day

University Challenge

Variety show
Vegetable shapes competition
Volleyball tournament
Victorian evening
Valentine's ball

Waltz - organise a big band night
Wimbledon tennis party

X-factor show

Yacht regatta

Zero litter day

Get cracking

Do you need permission?

It is important that you check with your local authority to see whether or not you need any permission to hold your event. If it's going to involve alcohol, live music, or sales, you are likely to need permission. Better safe than sorry!

Timeline for your event

First of all, you need to set a date for your event. Make sure you leave enough time for planning and organisation and do some research to ensure your event isn't clashing with any other big events on the same day. Find a team of people willing to help you organise the event. Depending on the size of your event you may even want to set up a committee.

Please let us know that you are planning to hold a fundraising event in case we can provide you with resources. A couple of months before, it's worth putting some time into thinking about promotional activity to ensure your event is well attended.

Allow a month before the event to start creating awareness by making any promotional material (like flyers or posters) visible. This is also a good time to get in touch with the local media to tell them about the event and don't forget to invite your guests!

Work out your budget

Even though you are holding a charity event, it doesn't mean you have to undervalue it and remember the aim: to raise money so that we can help save more species from extinction. Check what others are charging for similar events and decide on a realistic figure. It can be a good idea to offer a prize draw included in your entry fee to add to its value. Sometimes it can be better to do a smaller event that is well thought through and successfully handled, than one that is overambitious and fails to meet your ideal targets. Organising a fund raiser often takes more time than expected and it is important that you evaluate the estimated profit against the amount of time required on your part when you start planning the event.

Venue information

When deciding on a venue for your event, a number of questions should be considered before committing yourself:

1. Is the venue the right size for your event- is it big enough?
2. Does it have disabled access?
3. If a deposit is required, will you lose it if for any reason you were forced to cancel the event?

Health and Safety

The number of health and safety standards you need to take into consideration usually depends on the size of your event. Always check with your local authority and see what they suggest. It is also worth talking to your local Fire Service about fire safety, and your local branch of St John's Ambulance about first aid. If you give them an overview of the event you are planning, they will be able to suggest the best measures for you. Here are some useful websites you may want to look at:

Health and Safety: www.hse.gov.uk

Local UK Government services: www.direct.gov.uk

States of Jersey information: www.gov.je

St John's Ambulance: www.sja.org.uk

Do you need any equipment?

Do you need any equipment like a TV, DVD player, stereo or microphone? If so is there any way in which you could get this equipment for free? If not it is again important to find out whether or not this would require a deposit and if you would lose it should the event not come to fruition.

Prizes

If you decide to include a prize draw in the price of your tickets, think about approaching local businesses for sponsorship. Theatres, cinemas, restaurants, hotels, shops and a variety of other businesses could support you by donating prizes to raise the profile of your event. Should you be left with a number of good prizes, you may wish to hold a raffle to make the most of them. A raffle can also be a good way of keeping momentum going during the event, but remember, you will need a licence.

Helpers

As it is a fundraising event, you shouldn't be short of people willing to help. Make sure you have enough people to run the event successfully and that they are fully briefed on their responsibilities and the purpose of the event.



It's Time to Get Counting

Get Counting

Handling the money

It is important that you have a clear way of keeping track of what you have spent and the funds that are raised at the actual event. Please make sure you have a suitable place to keep the money as well as someone to jointly handle the money with. For your own protection, there should be at least two of you present whenever money is counted. It is useful to keep careful records of all accounts so that you can demonstrate exactly how any money has been handled later on. It is also a good idea to keep a receipt book and a donation form to track all income from the event- not least so that you can write to your donors individually after the event to thank them for their contribution.

Durrell collection boxes

We are more than happy to supply collection boxes should you need them. Collection boxes are a great way of making more of your event as it gives attendees the opportunity to contribute even more if they wish. Depending on how you decide to collect money, you will need either permission from your local authority or from the owner of the premises. Make sure to get this in writing in advance to avoid disappointment on the day. All of your fundraising material should make it clear that you are fundraising in aid of the Durrell Wildlife Conservation Trust, but that you do not represent the Trust. To get hold of collection boxes for your event, please contact our fundraising team on (01534) 860013.

After the event

Once you have counted up what you have raised please contact our fundraising team on (01534) 860013 to find out the easiest way of getting the funds to us. This may be by writing a cheque made out to 'Durrell Wildlife Conservation Trust', making a transfer directly in to our bank account or delivering the cash to our offices.

Saying Thank You!

Don't forget those two very important words! Whether it is before, during or after the event in recognition of everyone that has helped you on the day, those who have made a donation to a raffle or made a contribution in another way please tell them how grateful you are for their support. We would also like to thank them so if there is anyone who you think deserves a particularly special thank you, let us know and we will make sure they are acknowledged.



It's Time to Get Noticed

Get Noticed

Use of the Durrell and It's Time logos

(downloadable online)

Please check with us first before using our logo on any printed material.

Printed material

(templates are available to download from our website)

Sponsorship form

Poster

Advertising

Durrell quiz

Press release

Certificate

You can also order 'It's Time' Durrell balloons from the marketing department. Telephone: (01534) 860000 or purchase 'It's Time' t-shirts from the Durrell shop at www.durrell.org

Getting publicity

The more exposure you can secure through the media, word of mouth and printed material the more successful your event is likely to be. Make sure you put up posters in strategic locations and to write a succinct and informative press release to circulate to the media well in advance.

Please note that you will need to have your press release approved by Durrell before you send it out. Should no media turn up on the day it is always worth sending in a photo subsequent to the event, so do make sure you take some good photographs suitable for publication.

Writing a good press release & tips for getting media coverage

The key points to include when you write a press release are the key facts, in other words set out the answers to the standard questions of who, what, where and when. Considering this is a fundraising event, another key point to include is why. Why are you holding this event and why have you chosen the Durrell Wildlife Conservation Trust as the benefactor on this occasion.

If you are able to add a local angle to the release, or even better endorsement from a local celebrity or politician, your story stands a better chance of being picked up. It is a good idea to include a few bullet points of background on the story. Please ensure you send us the release for approval if you wish to use our logo.

Get Linked

It is crucial that you remain clearly linked to Durrell and that you are raising money to save species from extinction. We can help you with a number of resources, including balloons, stickers, leaflets and fact sheets. Please contact the fundraising team on 01534 860013 if you require any materials.

Get in touch

We would love to hear about your event, so please drop us a line or two to let us know what you're planning, or how it went and whether there was anything we could have done to make it even better.