

## Event Checklist

### Initial planning

- ✓ **Select type of event and theme – see Fundraising Ideas above.**
- ✓ **Set budget.**
- ✓ **Decide on a date:**
  - Think about **dates or events you could link in with** e.g. University Mental Health Day, Eating Disorders Awareness Week, Christmas, Easter, Valentine's Day, Halloween etc.
  - If you are not linking in with an event, try to **ensure your fundraiser won't clash** with other local events.
- ✓ **Put together a clear timeline for when tasks need to get done before the event.**
  - Remember that things like poster printing take time!
- ✓ **Research venues, check availability and confirm booking.**
  - You may have access to some venues for **free** e.g. Student Union rooms or local pubs, schools and community centres. If there is another venue you have in mind ensure you tell them you are running a charity event, you may get a reduced price.
  - Think about:
    - Is there a **maximum capacity**?
    - **Accessibility** (think about disabled students and how to reach those from minority groups such as international students)?
    - Can you have **early access** to set up and time to tidy up afterwards?
    - Are you allowed to bring **food and drink**?
    - If you're hoping to hold an event **outside**, make sure you have a **contingency plan** in case of bad weather!
  - Different venues may have different **Health and Safety** requirements. You may be asked to complete a **Risk Assessment** for your events; you should be given some guidance on this from the venue.
- ✓ **Recruit volunteers to help with planning & organisation.**
  - **Advertise** that you are looking for volunteers through different publicity channels such as; Twitter, Facebook, word of mouth and any relevant mailing lists (e.g. your student volunteering service).
  - **Contact your RAG**
    - You may need to run all fundraising activity through them,
    - Also they have their own pool of fundraisers who may fancy helping out.
  - Think about **assigning roles** within the committee: publicity, entertainment, food & drink, venue hire & decorations etc.
  - **What can you offer your volunteers?** This will depend on the type of event you are planning but incentives always help engagement (Coffee, a free drink, free entry to your next event).

We are kindly supported by Comic Relief, The Welton Foundation, UnLtd, The Matthew Elvidge Trust, The Charlie Waller Memorial Trust, The James Wentworth-Stanley Memorial Trust and Student Hubs.

Student Minds is a charitable company registered with Companies house, no. 7493445 and the Charities Commission, no. 1142783

- Remember to **keep in touch** with volunteers after the event is finished – encourage them to sign up to the Student Minds mailing list to find out about upcoming events, campaigns and volunteering opportunities.

## Organising your event – this will be very dependent on the event type you are running

- ✓ **Get your committee to think the event through as an attendee**
  - What would you want if you were to attend this event?
- ✓ **Invite speakers/ book catering/ musicians/ entertainment.**
  - Check what **equipment** they will be bringing and what they require to be supplied
- ✓ **Check whether you need any permits or insurance.**
  - Talk to your Student Union if you are holding your fundraiser here and they will be able to clarify any requirements.
- ✓ **Decide on ticket cost, dress code etc.**
- ✓ **Acquire prizes & any other materials/ decorations needed for the event.**
  - Write a letter to deliver to **local businesses** detailing; what Student Minds does, what local activity if ongoing, what the event is, how money raised will be used, what you want from them, how to contact you.
- ✓ **Design and print tickets, posters and programmes.**
- ✓ **Start publicising the event and selling tickets**
  - Take a look at our publicity section at the end of this document.
- ✓ **Is someone going to host the event?**
  - If so, decide whether you want to include a **short presentation** on Student Minds. You might want to write up a script and/ or prepare a slideshow with photos from previous events. Don't forget to **thank any sponsors**, or anyone who donated prizes.

## Event week

- ✓ **Provide volunteers with to-do lists for event day.**
- ✓ **Reconfirm all speakers, musicians etc.**
  - Provide directions to the venue.
- ✓ **Prepare signs, name-tags, place settings etc.**
- ✓ **Arrange deliveries for the day of the event and confirm headcount with caterer.**

## Event day

- ✓ **Arrive early and bring paperwork (insurance, permits, and confirmations) and guest lists.**
- ✓ **Carry out equipment checks (e.g. sound system, projector).**
- ✓ **Put up signs to direct people to the event.**
- ✓ **Lay out registration tables/ place settings.**
- ✓ **Brief volunteers on their jobs during the event.**

## After the event

- ✓ **Thank volunteers and donors.**
- ✓ **Contact Student Minds about sending in your fundraising total.**

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