

Dear Supporter,

Firstly thank you for considering JAAGO Foundation UK as the beneficiary charity for your fundraising efforts – we really appreciate your support and could not continue to provide free-of-cost education to the impoverished children of Bangladesh without your generosity.

By organising a fundraising event for JAAGO Foundation, you personally will be helping to build a brighter future for our nation's poorest children...

£10	<i>Provides stationary for a student for an entire year</i>
£15	<i>Provides training for a teacher for one year</i>
£25	<i>Provides nutritional meals for a child for one year</i>
£50	<i>Provides two weeks' salary for a teacher</i>
£100	<i>Provides books and notebooks for 20 students</i>
£500	<i>Provides chairs and tables for one class room</i>

We understand that planning events can often be time consuming and so have put together this Fundraising Guide to support your activities and help with planning your event.

We hope you find this information useful and look forward to hearing all about your event!

Warm Regards,

The JAAGO Foundation UK Team

Uncompromising Commitment • Diversity • Transparency • Integrity

JAAGO Foundation Fundraising Guidelines

1. Targets and Objectives

When organising a fundraising event it is important that you have an idea of what you aim to achieve. We therefore recommend that you decide on a fundraising target which is realistic and achievable, and set yourself objectives. For instance if you could like to provide 100 students with books for one year, your financial target should be £500. Remember that your target does not have to be financial; rather it could be to inform 200 people about the work of JAAGO Foundation UK and educate the public about the 3.3 million children out of school in Bangladesh.

2. Event details & ideas

Now that you have an idea about what you would like to achieve, it is time to think about how you will go about doing it. The most important aspect of your event is that you and your friends will enjoy it – so if you enjoy cooking, hold a bake sale; if you are a keen cyclist, organise a cycle rally.

Here are the top 5 things to consider when deciding on what type of event to hold are:

1. The amount of time you have – are you super busy at the moment and should therefore consider an event that requires little planning?
2. Your targets and objectives – how much money and/or awareness do you want to raise?
3. Connections that you might be able to use – would your college/university/workplace be able to help?
4. Who would be involved?
5. Where could you hold the event?

For more detailed information about your event details please see Appendix One. Please also see below for our event ideas...



3. Marketing

Step One – Know your event

Before telling everyone about your event it is important to have a clear idea of exactly what the event is and what you aim to achieve. This will make it easier to communicate to others. Therefore to begin with, write a short paragraph about your event – why you are holding it, what it aims to achieve, and who will be involved. Think of an event name and detail exactly what, why, when, who and how.



Step Two – Get creative

Now that you have a clear idea of what your event involves, it's time to get creative and make your marketing materials. It's important to try to keep to a similar theme – perhaps certain colours – and make your message clear. Consider making posters, leaflets and even your own logo – you are welcome to use JAAGO's logos, which can be found in Appendix Two.



Step Three – Plan your communication

Now that you have all your materials together it's time to tell everyone! You need to consider the various channels available to publicise the event. Make a list and create a communication plan for each channel in the lead up to the event – below are just a few...

- Email – it's a good idea to also change your email signature
- Facebook
- Twitter
- BT Mydonate – this is a giving platform that JAAGO is registered with



Step Four - Spread the word

Now that you have your communications planned, it's time to tell everyone! Implement your communications plans and make sure you engage your target audience.



Step Five – A friendly reminder

Don't forget to remind everyone – people are often busy – and by keeping them up to date you will make sure that they remember when and where your event is being held. Try to make your communications as engaging and interactive as possible – get creative and consider making a video of your progress.

It is important to have a budget for your event to control expenditure and ensure that the maximum amount of raised funds go towards helping our students and breaking the poverty cycle. We have put together a simple table (Appendix Three) to help with planning and managing your event finances.

5. Partnering

Remember that other organisations may like to get involved with your community event. Have you considered approaching local businesses to see if they would consider sponsoring your event? Or perhaps donating products for a raffle, or refreshments?

Partnering is a great way to boost your income and fundraiser profile. A great way to kick start this is to utilise your existing networks – remember that you have a great promotional opportunity to offer.

6. Managing Risks

It is important to consider the risks involved with your event and think about how these can be best managed. To help you plan and manage this we have designed a simple table in Appendix Four.

7. Timeline

The planning of your event can take quite some time, we have therefore designed a step-by-step timeline that will help you manage your time – please see Appendix Five.

8. Evaluate and Thank You!

Congratulations you've done it! Now it is important to remember to thank everyone involved – this could involve giving volunteers certificates, sending letters of thanks to corporations and not forgetting to give yourself a pat on the back too! It might also be a good idea to ask your attendees for feedback on how your event went – this will help you to evaluate the success of the event and improve for next time.

Also remember that a lot of people make donations after the event and so be sure to provide the link to your BT Mydonate page with your thank you and/or feedback survey.

Appendix One

When planning your event in detail it is important to consider the below aspects...

Venue	Where will you hold the event? Consider... 1. Space – how many people do you expect? 2. Access - how will people arrive?
Catering	Will you provide refreshments? Consider... Allergies/vegetarians/vegans Ask local businesses if they would consider donating food/drinks If you are buying, buy in bulk to reduce outgoings
Entertainment	Will you have a guest speaker? Or perhaps a band?
Other	Also consider... 1. Raffle prizes and tickets – this can easily be incorporated into other events 2. Posters and leaflets 3. Donation boxes 4. Have a float if you are selling items

Appendix Two

JAAGO logos...





Appendix Three

A simple budgetary tool...

	Income	Expenditure	Profit
Raffle	£	£	£
Donations	£	£	£
Other item sales	£	£	£
Auction	£	£	£
Food	£	£	£
Beverages	£	£	£
Donations	£	£	£
Ticket sales	£	£	£
Printing/stationery	£	£	£
Postage	£	£	£
Venue hire	£	£	£
Advertising materials	£	£	£
Entertainment	£	£	£
Travelling expenses	£	£	£
Cost of goods	£	£	£
Thank you cards/certificates	£	£	£
Other – please detail...	£	£	£
Estimated Total Budget	£	£	£
Estimated Total Profit		£	

Appendix Four

A tool for risk management...

Prepared by:						
Date:						
Activity	Potential Hazards/Risk	Risk Rating	Risk Control Measures	Risk Rating	Person Responsible	Timeframe – monitor & review



Appendix Five

Time management guide...

Action	Time to Event						
	8-6 months	5-2 months	1 month	1 week	1 day	Event	+1 week
Establish targets & objectives							
Decide what type of event							
Identify target audience							
Select & confirm venue							
Select & confirm catering							
Select & confirm entertainment							
Develop event timeline							
Determine mix of fundraising activities and organise activities							
Establish partnership opportunities							
Establish your communications plan							
Tell people about your event							
Sell tickets							
Continue to publicise							
Purchase all resources							
Event set up							
Host event							
Accounting							
Evaluate results							
Thank							

Thank you!!