

FIVE TOP TIPS



Helping people
in horticulture
Perennial

to run a successful & rewarding fundraising event

Choose the right event

Choose an event that suits your goals. You could host a community bake sale or coffee morning. Set a charity fun run for Perennial. Organise an auction of promises or a raffle with prizes from local businesses. Why not showcase your green thumb by selling plants? Enjoy and make a positive impact!

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Set a target

How much do you hope to raise? Setting a target gives everyone something to aim for. Once you have got your target you can set a realistic budget for how much you want to spend on the event.

Choose a date and venue

You could set a date of significance for your community group. You could hold a raffle or a coffee morning on the same day as your AGM. Then you can start promoting your event. Don't forget to let our friendly fundraising team at Perennial know as well.

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Add engaging activities

Make your event more memorable by adding extras like a guest speaker, live music, or a competition. You could book one of Perennial's speakers for the event. This is a great opportunity to discuss Perennials work.

On the day

You should have a designated team that can register attendees, look after the money raised, and coordinate the activities.

After the event, don't forget to follow up and thank supporters. Tell Perennial as we love to include fundraising stories in our mailings throughout the year.

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Good luck
and **thank you** for supporting Perennial