

# 10 TOP TIPS

## to run a successful & rewarding Corporate Fundraising Event

### 1 Define your objectives

The first step in planning a fundraising event is to clearly define your objectives. What do you hope to achieve with this event?

- How much money do you aim to raise for Perennial?
- How can you involve employees in the event?

### 2 Choose the right type of event

What format suits your goals, resources, and audience. Some popular fundraising event options include:

- Fun run or charity walk: Promotes community engagement and physical well-being.
- A cake sale/coffee morning or baking competition: Encourages team building and friendly competition.

### 3 Set a realistic budget

Budgeting is very important in the outcome of the fundraising event. Create a detailed budget that includes expenses for things such as venue rental, catering, marketing, and entertainment.

**Tip:** Consider partnering with suppliers who may offer discounts or in-kind contributions.

### 4 Choose a date and venue

Select a date that doesn't clash with other significant events in your area and aligns with your company calendar. If using an external venue, choose one that suits the theme & can hold the expected number of attendees.

**Tip:** Negotiate with the venue to secure the best deal and maximise the funds going to Perennial.

### 5 Promote the event

Boost engagement & participation by using all marketing channels e.g. social media, email newsletters, and website, to spread the word. Make the content appealing and highlight Perennial's unique selling points.

### 6 Engage volunteers

Recruit volunteers from your workplace to help with event planning, logistics, and on-the-day operations. Their involvement not only reduces costs but also strengthens their connection to Perennial's cause.

### 7 Plan engaging activities

Make your fundraising event more memorable by including added extras like guest speakers, interactive workshops, live music, or horticultural demonstrations that reflect the charity's work.

### 8 Secure corporate sponsorships

Reach out to other businesses for sponsorships or partnerships. They may be willing to provide financial support, in-kind donations, or valuable resources to enhance the event.

### 9 Execute the event

To ensure the event runs smoothly, have a designated team to manage registration, coordinate activities, and handle any unforeseen issues. Create opportunities for attendees to learn about Perennial's work and donate during the event.

### 10 Follow up and thank supporters

After the event, follow up with attendees and sponsors to express gratitude for their support. Share the results and impact of their efforts and consider providing on-going updates about Perennial's work to everyone involved.

**Good luck and happy planning!**



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in horticulture  
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| Scotland SC040180