



Your Easy Fundraising Guide



Dinner Parties



Marathons

Cake Sales



Fundraising Challenges



Call: 01736 758 701
Email: forty@cinnamon.org.uk
cinnamon.org.uk/fundraising



Hosting a Fundraising Event

3 Easy Steps

Planning a fundraising event is a wonderful way to make a difference while having a lot of fun, and with our new website, it's easier than ever to get started. Follow these simple steps to create your event and maximise its success.

Step 1: Plan Your Event

A well-thought-out plan is the foundation of any successful event. Here's how to get started:

- Decide on the type of event you wish to host: Whether it's a fun run, bake sale, gala dinner, or trivia night. Be creative and choose something that everyone will want to take part in.
- 
- Pick a date, time, location, and who might attend: Consider the number of attendees, the venue, and any resources or support you will need from us to make it happen. If your event is a public event, think about accessibility, if the venue is pet friendly, and if you need permission to hold the event i.e. from the local council. Now think about the day(s) your event will take place and the timings.
- Set Your Goals: Establish a fundraising target, give your event a target to work towards. *If you're gaining sponsorships, using one of our forms will help!*

Step 2: Register Your Event

Once you've planned your event, it's time to make it official and register it at cinnamon.org.uk/events

- Head over to cinnamon.org.uk and go to the 'Events' page.
- Click the 'Register your event' button and complete the event registration form.



Step 3: Let Us Support You

We're here to help you make your event a success!

- **Expert Guidance:** Our team is available to answer questions, provide tips, and ensure everything runs smoothly from start to finish.

If you need any items, materials, or advice, we are excited to be of assistance. If you are struggling to obtain permissions to hold a public event, let us help.



- **Promotion:** The team are here to help promote your event and will be able to support you with posters, social media posts, and inviting local volunteers and supporters to join your event.
- **Product List:** We have various items available (stock depending) that we can provide ahead of an event. This includes posters, leaflets, goodies for tabletop sales, and much more.
- **Ongoing Support:** Whether you need help rallying attendees or organising last-minute details, we'll be by your side to ensure your event is as impactful as possible and that we do our best to achieve the goals that you set.
- **Donations** that you have raised can be paid into our bank account, details and return address can be provided, or can be found on our website or sponsorship form.

Speak to the team

If you want to talk through an idea, or would like some support, please get in touch!

Call: 01736 758 701
Email: forty@cinnamon.org.uk
cinnamon.org.uk/fundraising



Create an online fundraiser with People's Fundraising

Setting up an online fundraiser is simple and helps to make it as easy as possible for people to support your fundraising efforts. Here's a quick and easy guide to get you started with People's Fundraising. www.peoplesfundraising.com

Step 1: Planning - Before you start

- The first step of any fundraiser is to choose who you will be supporting. (of course, you will be choosing The Cinnamon Trust!)
- Tell your story and take some photos to illustrate it: Writing your story helps to make your fundraiser unique and appealing to potential donators. Adding a photo or two brings your story to life. Think: What will you be doing to fundraise for The Trust, why have you chosen The Cinnamon Trust, why should someone donate. - If you need help with this, let us know.
- Decide on a target amount: Think about how much money you hope to raise. Make sure it's an achievable amount that you can work towards. Surpassing your target feels a lot better than not meeting it!



Step 2: Create Your Account

- Go to the Website: www.peoplesfundraising.com
- Sign Up: Click the sign-up button and fill in your basic details to make an account.
- Verify Your Account: Check your email for a confirmation link and click it.

Step 3: Create Your Fundraiser

- **Pick a Category:** Choose a fundraising category that fits your cause.
- **Write a Title and Description:** Create a catchy title and explain your cause clearly.
- **Add your story and pictures:** Upload a cover photo that makes your fundraiser attractive and provides an illustration for your story.
- **Set your Target and Deadline:** Select the date that your fundraiser will close, and the amount you hope to raise. This will allow yourself and others to track your real-time progress.

Step 4: Spread the Word

- **Use Social Media:** Share your fundraiser on Facebook, Instagram, any social media that you use. If you are struggling to be seen, we can use our own social media platforms and website to promote your cause as well!
- **Tell Your Friends, Family, and Colleagues:** Make sure that everyone knows what you are doing and how easy it is to donate! Keep the link to your fundraiser handy. If you need help making a QR (a square barcode that you can scan with a phone camera to open your link) let us know!



Step 5: Keep Track and Connect

- **Check Your Progress:** Regularly look at how much you've raised.
- **Keep Everyone Updated:** People love to see updates! Also, if someone has not yet donated, seeing that you are actively working towards your goal can encourage them to donate.
- **Thank Donors:** Show appreciation to your donors when they support you.

Step 6: Finish Up and Thank Everyone

- **Close your fundraiser:** When your fundraiser comes to its end date, your campaign will end and you will be provided with a final report summarising how much you raised and the percentage of your goal you achieved. All donations will find their way to us through People's Fundraising, so you don't need to worry about making transfers or sending cheques.
- **Send Thanks:** If you haven't already, reach out to everyone who donated, highlighting the importance of their kind contributions.
- **Share Your Achievement:** Be proud of what you have done! Update supporters on the final result of your fundraiser, what you have achieved and any future plans for another campaign. Take a moment to reflect and feel good about the brilliant thing you've done!
- Let us know how you got on and send us any photos you have of your event.

Following these steps makes setting up an online fundraiser easy. Remember that we are here to help! Thank you for showing an interest in fundraising; we wouldn't be here without people like you!

Ready to get started?

Go ahead, and take the first step towards making unforgettable memories. Without volunteers actively fundraising and hosting events, we would not be celebrating our 40th year. So thank you, your support means everything to us!



cinnamon.org.uk/fundraising
forty@cinnamon.org.uk
01736 758 701