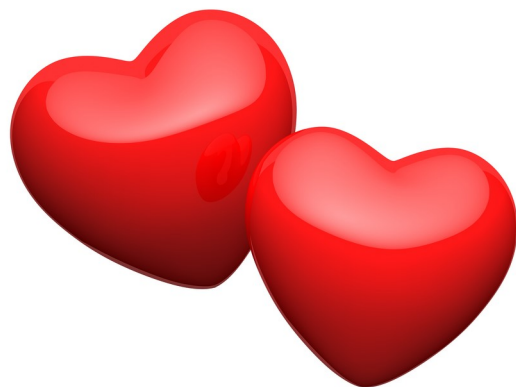




Fundraising Event Guide



{thank you}



We would firstly like to thank you for giving up some of your time to help us out in raising the vital funds that we need to keep our research and services going. 1 in 5 people over the age of 40 will develop heart failure in their lifetime. Heart failure will also cause 2 to 3 times as many deaths as advanced cancers such as bowel cancer or breast cancer. But fewer than 1 in 10 people can identify the symptoms of heart failure. Being able to identify the symptoms helps you live longer.



The Heartbeat Trust supports specialist clinical and research services in heart failure and heart failure prevention in Ireland. These services are based in St Vincent's Hospital, Dublin, St. Michael's Hospital, Dun Laoghaire and The Conway Institute, UCD.

Our landmark STOP-HF (Screening TO Prevent Heart Failure) prevention initiative, now in its 11th year, has shown that it is possible to reduce heart Failure by more than 40%. It is based on using community based diagnostics to broaden the amount of people who can benefit the programme and now more than 2400 participants benefit from the programme including people with diabetes and cancer survivors.

We have designed this pack to make your fundraising experience more enjoyable and less stressful. Its important that you give yourself plenty of time to organise your event.

At the end of your fundraising experience we would love you to share with us your tips and stories as these can be inspirational to other challengers and for the possibility for you to feature in one of newsletters, on our website or use some of your tips to help out others in future fundraising packs! E-mail them to fundraising@heartbeat-trust.org or alternatively send them to our head office at:

3 Crofton Terrace, Dun Laoghaire, Co. Dublin.



Deciding What To Do



3-6 MONTHS PRIOR TO YOUR EVENT

Make Some Initial Decisions and Contacts.

- What is your fundraising goal?
- Decide on the who, what, when and where.
- Build a team to help you
- Work out your budget
- Get in touch with The Heartbeat Trust fundraising team about the event. Chances are we have come across the type of event you wish to hold before and may be able to give you some hints and tips.
- Liaise with your local Garda Síochána if you need to get any permits. Again, The Heartbeat Trust can give you advice on whether or not your fundraiser requires a permit.
- Start looking at whether you may need additional insurance for the event. This should be something that's looked into at the beginning of planning your event as it may take some time to get insurance if its needed.



Deciding What To Do



Choose what type of event you want to organise. Whether it's a bake sale or a head shave, the main steps for planning are the same. If you have an idea and would like to talk to someone about it, call Fundraising on 083-4656098 or Email fundraising@heartbeat-trust.org for more information.

Here are some ideas to get you started!!

Marathons and challenges

Coffee morning/Tea Party

Cake sale

Bag Packing

Fun Run

Golf Event

Quiz Nights

Games Nights

Fancy Dress day/ Casual office day at work

Book sale

Family Day

Garden Party/BBQ

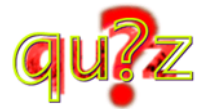
Raffle

Sports Day

Car Boot Sale

Karaoke Night

Fantasy Football





CONTACT US!!!

E-mail!

Once you have decided what event you would like to do we ask that you **register with us** by completing a proposal form and send it into us. This form is at the end of this Guide.

We are always happy to hear from you and give you advice and guidance where ever we can to help you fundraise but the overall running of the event, including expenses, record keeping and management is entirely the fundraisers responsibility.

Make sure that you plan and budget your event well so that there are no "surprises" or disappointments down the line!

Try and get as many people on board with your event. Create a committee to make the running of the event easier and make sure to have regular meetings to make progress run smoother.



You must be 18years old to host an event for us and all under 18's must have parents/guardians permission. A letter of authorisation will be sent out once the form is received and this will confirm our permission for you to fundraise for us through your event.

2 MONTHS PRIOR TO YOUR EVENT

Publicise your event

Send out invitations or publicise with posters, flyers, email or on your local radio station and newspaper

Tell us about your event

We can help promote the event through Facebook and Twitter pages.

Plan the details

- What do you need to take with you on the day?
- Do you have enough time and people to help set up?
- Do you need to take any extra equipment?
- Have you got specific roles to fill on the day?
- Do you need a cash float?
- Do you need someone to be responsible for cash on the day?

Publicity

We have teamed up with MyCharity.ie, which is an online fundraising website designed to make your fundraising experience easier. It provides a simple step by step guide that lets you keep track of your activities and your work through your own web page. It also allows you to include a photo and an online sponsorship form to keep track of your progress and it also allows you to give your money directly to The Heartbeat Trust which can eliminate the worries about money handling. Simply go to <http://www.mycharity.ie/charity/theheartbeattrust/> to get started!

Facebook is a great way of spreading the word about your event. Set up an event page or a group page to spread the news quickly and invite all your friends to join and do the same! This can also work very well if you have a page on mycharity.ie as you can link the pages.

Don't forget about the local newspapers and radio. They are still excellent ways of promoting your event.

Not to mention promotion by word of mouth! Tell everyone- Family, Friends, Work Colleagues- get everyone involved!

We would ask you to please request permission before adding the Heartbeat Trust Logo to any promotional ideas.



1 MONTH PRIOR TO YOUR EVENT

- Tell those who are helping you what their role will be and when you will need them and those who providing a service at the event.
- Collect up and double check any equipment or materials you will need.

Plan the Details

- What do you need to bring with you on the day?
- Do you have enough time and people to help set up?
- Do you need to take any extra equipment?
- Have you got specific roles to fill on the day?
- Do you need a cash float?
- Do you need someone to be responsible for money on the day?
-

1 WEEK PRIOR TO YOUR EVENT

Make any final preparations ahead of the event.

ON THE DAY!

- Enjoy your event and take lots of pictures!
- Go over the details and make sure that you have plenty of time to set up.
- Make sure your team is happy and ready to go.
- Take lots of photos!



Basic Agreements

All events are to be run in accordance to all laws.

Events that involve collections from a public place or through the public require a Garda permit which must be obtained before the event occurs. You must apply for this permit yourself but if you need any assistance with it please let us know. It can be gotten through your local Garda station.

With regard to lotteries and raffles where the tickets are sold other than to your guests, we advise that you contact your local authority for advice as some raffles and lotteries require a licence.

We would also ask that if you are planning on making door to door visits, that they are only permissible if you know the residents and that they are made during reasonable daylight hours.

The Heartbeat Trust name and logo should not be used in the naming of the event but as a beneficiary of the net proceeds, for example; "St. Paul's GAA Club's Cake sale to benefit The Heartbeat Trust." All promotional material **MUST** be approved by The Heartbeat Trust before they are advertised.





Money Matters

We would ask that you register at least two people to look after the money from your event.

Using the Bank

Make sure to attach your Name and event to any lodgement made into our account. Print your name in full and what the lodgement is in reference to in the narrative on the lodgement slip, Inform the bank personnel that this information is to be attached to the transaction.

For Example: Mary Smith, Coffee morning, Lucan.

Keep the records of all lodgement slips, Cheques and Bank Drafts (if sending in the Post). We would ask you not to send cash in the post for security reasons.

MyCharity

By creating your own profile on MyCharity.ie you can directly lodge all your fundraising money into our accounts. This can also be used for other people to donate to your event and take the pressure of counting and carrying cash. Simply log on to <http://www.mycharity.ie/charity/theheartbeattrust/> to create your account.



Check List

- ◇ **DECIDE:** Pick what kind of event you would like to host and let us know. Once you have received confirmation from us, you're on track!
- ◇ **PLAN:** This may one of the most important parts to your fundraising event, the plan. Get others involved in helping you create a plan
- ◇ **BUDGET:** Make up a budget for your event and make sure to cover all costs. Remember that it is important to stick to your budget.
- ◇ **GOAL:** Setting a goal or a target is a great way of keeping your fundraising going and staying focused on the aim of your event.
- ◇ Make sure that you check out with your local authority or the Gardai if you need any permits or licenses well in advance of your event.
- ◇ **PUBLICISE:** Do what you can to make your event as big as possible! Use social media such as twitter and Facebook to get the word out. Make a piece for your local paper/radio ore create flyers. Remember to send us on ALL promotional material before they are advertised. We can also help spread the word of your event.
- ◇ **SPONSORSHIP:** Try to get local businesses on board with your event. Ask if they would like to sponsor your event or maybe donate a prize for free.
- ◇ **SECURITY:** For the day/ night of the event, make sure that you have first aid and any other necessary security facilities are in place. For example; Will you be expecting big crowds? Is it all manageable?
- ◇ **FINAL CHECK:** About a week before the event do a final check and make sure that everything is in place and sorted and that you have everything you need, for example; decorations, lights, music, catering. Also remember that you will need to get help to clean up afterwards!
- ◇ **BANK:** We would ask that you lodge the money received from your event within 30 days of the event. (details provided when sending us your event application/acknowledgement)
- ◇ **FINALLY:** We want you to have fun and tell us all about it! Send us in all your pictures and details on your event so that we can share it with others in our newsletters and website!

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