



World Animal Week

How to Organise an Event

Step 1

Be clear about what you want to achieve

This might be a specific fundraising target or something that will make people GO BANANAS for animals and World Animal Week. If you clearly communicate the objectives of your event and the difference that you believe it will make, others will feel inspired and support you.

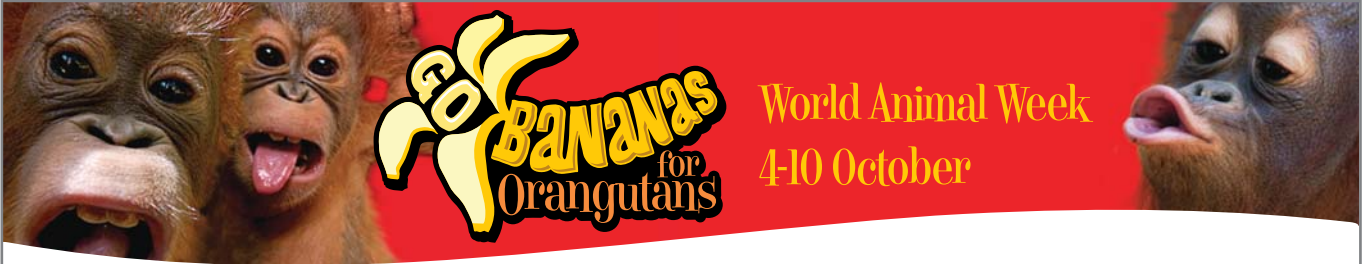
Step 2

Write an outline or plan of your event

Ask yourself the following questions:

- When will it be held?
- Where will it be held?
- Is your event weather dependent? If so, do you have a wet weather contingency plan?
- Who will attend?
- How will you get people to attend?
- What do you need to make your event happen?
- Will the date of your event clash with any other big events being planned for the same time?
- Do you need sponsorship?
- Do you need volunteers?
- Do you need permission?
- What will your event be called? Naming your event can be key to promoting it. Make your event name clear and ensure people know that you are holding this event to raise money for charity.

Having the answers before you start will help to avoid any unwelcome “surprises” as you get closer to the event day.



Step 3

Book your venue

You might be able to book a school, community hall, church or public park free of charge if you say that you're organising a fundraising event for WSPA. We will send you a Fundraising Authorisation letter to use if you let us know the details of your event in advance.

Step 4

Share the load

Recruit the help of family and friends. Events often take more time to organise than you think. In case of sickness or unexpected problems it's always advisable to have someone to fall back on.

Step 5

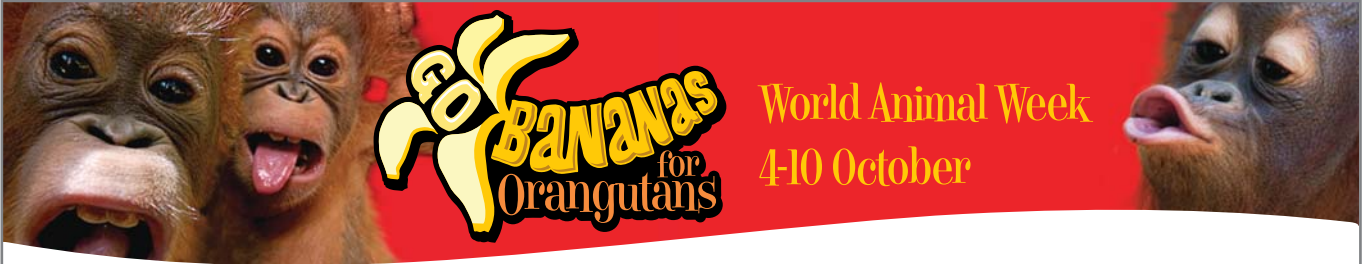
Get Sponsored

The Everyday Hero website is the easiest way to organise sponsorship for your event. In just minutes you can build your own online fundraising page and approach your friends, family and colleagues to support your fundraising efforts. Visit www.everydayhero.com.au/event/gobananas to find out more. You may also be able to get support for your event from local businesses – approach them to see if they can donate a prize or help in some other way.

Step 6

Publicise your event

Contacting local media to let them know what you are doing to raise funds for WSPA this World Animal week could help to raise awareness of your efforts and prompt more people to attend and/or donate. Contact us if you would like to receive our media tips for more advice on how to publicise your event.



Step 7

Prepare a checklist and ensure that everything is in place

DO NOT leave anything to chance. Check with your helpers that they know what their jobs are and reconfirm their commitment to help. Ensure that ALL items are at your venue or at a central collection point THE DAY BEFORE the event. Do not rely on people to drop things off or collect items on the day.

If you have animals attending your event, ensure that there are adequate water provisions and bowls for them. You may also need to supply "poop scoops and bags" or have a notice asking people to clean up after their dog. On-leash signs are also useful at events that have animals in attendance as this can reduce the chance of canine chaos!

On the day, arrive at your event early to ensure everything is in place. Enjoy your day and remember to acknowledge those who have either sponsored the event or have given up their time to help.

Step 8

Be passionate

The more passionate you are about helping animals around the world, the more likely other people will be inspired to support your event.

Step 9

Post event follow-up

Follow-up is an important aspect to any event, and will ensure that your community, helpers and sponsors will work with you again. Write a letter of thanks to everyone involved. Tell them that without their generosity of time/money/goods your event would not have been the success that it was. Let them know what you were able to achieve and what this will mean directly to animals. A little thank you can go a long way and people like to know that they have helped to make a difference.

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