

## Fundraising Event Planning Checklist

Here is a list of tasks, that will help you with planning an event. Adjust them according to the needs of your Support Group and the event you are organising.

<b>Step</b>	<b>Activity</b>	<b>Comments</b>
<b>1</b>	Form a Fundraising Team	
<b>2</b>	Develop an idea	
<b>3</b>	Read the Parkinson's NSW Manual	
<b>4</b>	Draft a brief summary of the idea/s	
<b>5</b>	Develop a budget estimate	
<b>6</b>	Discuss plan with Support Group Leadership Team	
<b>7</b>	Complete the Registration Form	
<b>8</b>	Speak with the Fundraising Manager at Parkinson's NSW	
<b>9</b>	Get approval from PNSW to proceed	
<b>10</b>	Identify a date and time for the event or timeframe for a raffle	
<b>11</b>	Select a date and location for the event or the occasion the raffle will be drawn	
<b>12</b>	Select and reserve a venue	
<b>13</b>	Seek donations, prizes or in-kind support	
<b>14</b>	Plan your marketing campaign including flyers, invitations and information for your Group newsletter	
<b>15</b>	Seek sponsors and/or a guest speaker	
<b>16</b>	Promote the event	
<b>17</b>	Finalise venue details and catering	

<b>18</b>	If you need audio visual equipment, seek help from the venue or supplier	
<b>19</b>	Motivate Support Group members to include family and friends in the fundraising event. Get them to sell raffle tickets or buy a ticket to the event.	
<b>20</b>	Give final numbers to venue. Talk with the venue manager about set up, timing for food, inclusions such as a raffle barrel or a lectern etc	
<b>21</b>	Review any security and/or safety issues. Use the Hazard Checklist in the Appendix Section of this Manual.	
<b>22</b>	Give participants and guests coming to the fundraising event any special details to ensure their safety such as access to lifts, toilets or stairways etc	
<b>23</b>	Confirm progress with fundraising team members	
<b>24</b>	Reconfirm with the guest speaker	
<b>25</b>	Extra promotion	
<b>26</b>	Prepare signage and/or give instructions to front desk staff about the event in order to direct people to the room	
<b>27</b>	On the day – Get to the venue early; work out who will set up and who will dismantle; any VIP seating required; name tags and speaker gifts etc.	
<b>28</b>	After the event – leave the venue neat and tidy, debrief with the Fundraising and Support Group Leadership Team; think about improvements for next time, ensure everyone is thanked, etc.	

## Frequently Asked Questions on Fundraising

### **Q: Where do I start?**

**A:** There are so many ways you can support and fundraise for Parkinson's NSW. Refer to the Fundraising Ideas page in this pack.

When you've decided on your activity, you then need a letter from us giving you the authority to fundraise on our behalf. Complete the Registration Form included in this pack.

### **Q. I would like to have a party but instead of gifts I would like people to donate to Parkinson's NSW. How do I do this?**

**A:** The easiest way is to create your very own online fundraising page that you can share with your friends and family. Anyone who donates to your page will automatically receive a tax receipt via email, so you don't have to worry about collecting money, banking it and keeping financial records. Start your online page here: <https://pitchin.gofundraise.com.au/pages/create> or start a [Facebook fundraiser](#) – if you're not sure how to, please ask us.

### **Q. Can you help me promote my fundraising activity?**

**A.** We will assist where possible but cannot always guarantee we will be able to promote your activity. We have created downloaded resources for you to use to help promote your event. These can be found here:

<https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>

### **Q. Is my fundraising activity/event covered by Parkinson's NSW insurance?**

**A.** Parkinson's NSW insurance policies do not extend to cover you or your fundraising event or activity. You are encouraged to obtain your own insurance for your fundraising activity or event.

Fundraising activities arranged by Parkinson's NSW Support Groups may be covered for insurance, but confirmation will be required by our insurance broker.

### **Q. Can you supply me with receipt books?**

**A.** All donations \$2 or more are tax deductible, however receipts are only given when there is not an exchange for goods or services. For example, if money is collected for raffles and auctions, a receipt is not provided.

All cash donations must be receipted and can only be receipted by Parkinson's NSW. The community fundraiser cannot issue receipts. Please complete the donation receipt form in your fundraising kit (issued after approval of your fundraising) and submit this with your paperwork and donation. We are then able to

issue receipts. If your fundraising activity is purely online, receipts are automatically generated and emailed to your supporters' nominated email address.

**Q. Do you have merchandise we can sell at our event? And what is the best way to get this merchandise?**

**A.** Please go to our merchandise page <https://www.parkinsonsnsw.org.au/support-us/merchandise-catalogue/> to browse and select what is best for your event.

**Q. How do I bank the money I raised?**

**A.** The policy at Parkinson's NSW is to bank money raised within 14 days of the completion your fundraising activity or event. Banking details including your reference number are in your authority to fundraiser letter.

**Q: My friend wants to donate with a credit card but doesn't trust donating online. How can they donate?**

**A:** Request some prepaid donation envelopes that they can fill out and simply pop in the post.

**Q: Where do the funds raised from Pitch In for Parkinson's go?**

**A:** Less than 10 percent of Parkinson's NSW funding comes from government funding. Donations support the services and supports Parkinson's NSW delivers for people living with Parkinson's and their carers in NSW.

**Q: Who can I contact for more information?**

**A:** If you need further assistance, please get in touch with Parkinson's NSW fundraising manager on 1800 644 189 or [pnsnsw@parkinsonsnsw.org.au](mailto:pnsnsw@parkinsonsnsw.org.au)

**Downloadable Resources**

To download these resources and many more visit:

<https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>

**Merchandise**

To order merchandise visit <https://www.parkinsonsnsw.org.au/support-us/merchandise-catalogue/>